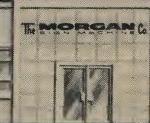
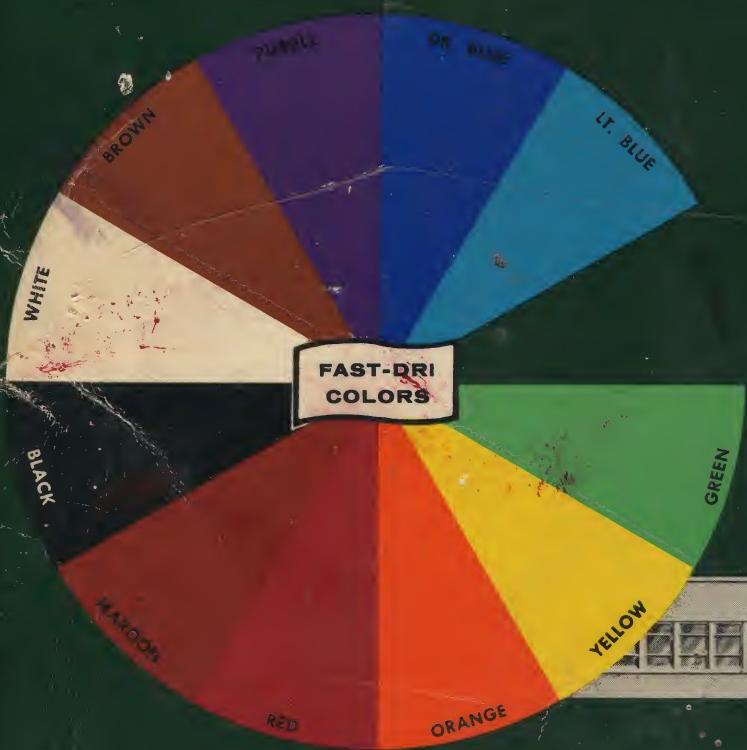


CATALOG NO. M656

Line-O-Scribe SIGN MACHINES

and
supplies

INKS • CLEANERS • ROLLERS
METAL AND WOOD TYPE
TYPE RACKS • CABINETS
CUTS AND DESIGNS
CARDBOARDS AND PAPERS
TOPPERS AND IMPRINTED BLANKS
CARD HOLDERS • EASELS
SIGN REQUISITION FORMS



The MORGAN Co. 4510 N. RAVENSWOOD AVE. . . CHICAGO 40, ILL.

QUICK REFERENCE...

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Line-O-Scribe SIGN MACHINES

for every size and every kind of business. Models with type styles and sizes for all merchandise classifications.

GUARANTEE

The Line-O-Scribe machines are guaranteed against any manufacturing defect and have been used by department stores, chain stores and individual stores since 1930. There are few wearing parts on the machines, with the result that they will last a business lifetime. In active sign departments they have been used for up to 15 years with practically no cost for upkeep.

TYPE SIZES

Line-O-Scribe type is made from metal in sizes up to 72 point (1 inch). Larger sizes are made in wood. The wood type when given proper care will outlast the metal type. While every known style of type is available for use on the Line-O-Scribe, the styles and sizes listed in this catalog are most suitable for sign printing.

DELIVERY

Under normal conditions all models of the Line-O-Scribe machine can be shipped within from two to four weeks, and fast service is maintained on supplies. Except during extreme rush periods, all supply orders are shipped within five days of their receipt at this office. Wherever an emergency exists, needed supplies can go forward the same day by Air Express. We strive to give you the service that you need.

USERS

Line-O-Scribe machines have been made since 1930 and are in use by thousands of stores in all classifications. Leading department stores have used Line-O-Scribe machines for many years to handle their sign printing needs. Chain stores of all descriptions are large users of this equipment, and all classifications of individually owned stores have found the Line-O-Scribe machine to be ideal for the promotion of the sale of their merchandise within their stores. Many classifications other than retailers use the Line-O-Scribe machines for proofing and other printing requirements where one or a few of a kind are needed.

HOW TO CHOOSE YOUR Line-O-Scribe SIGN MACHINES

SIZES

1. What size Line-O-Scribe do you need? First decide on the largest signs your store requires. A high percentage of merchandise signs used today are 7 x 11 inches and smaller. However, you will use larger sizes for window displays and for feature signs inside your store. Many leading merchants use 22 x 28 inch and 14 x 22 inch signs in large numbers to lead traffic to certain sections of their store, to highlight promotional items and to conduct special sales. Window readers and paper scrolls are usually in these larger sizes. Any Line-O-Scribe produces the smaller signs and price tickets, so the size of the largest sign you want to use determines the model. For example, if you want to use signs up to 14 x 22 inches, then the model with 1422 appearing in its number is needed, so let's check the size of the signs for your store: 22" x 28" 14" x 22" 14" x 11" 7" x 11" smaller .

MODELS

2. Which model should you get? Test comparisons of the self-inking models show that in actual use production was 25% to 35% higher than when the hand inked models were used. Self-inking models also distribute the ink evenly, so that resulting signs are of a higher grade . . . no one wants to lose 25% to 35% of their production where time is a factor and, of course, top quality for the advertising inside your store is most desirable . . . hand ink models do a good job and are for stores with limited sign requirements and where time is not one of the prime factors. Thousands of merchants use the hand ink models since they fill the needs and are lower in cost . . . a little analysis quickly tells you whether the self-inking or the hand inking models should be used.

TYPE STYLES

3. What style and size of lettering should you use? Combine script with one of the plainer types for best results. The specifications of each model list a good range of sizes for the capacity of that particular model. If you do not have someone in your organization who has a good knowledge of display type, simply specify the kind of business yours is and whether merchandise qualities are (a) medium and up, (b) medium and lower, or (c) top quality only. We will furnish type that is best for your merchandise and your store.

COST OF OWNING

4. What does it cost to own a Line-O-Scribe? While price will sometimes determine your choice, it is advisable

to purchase a model that will handle the largest signs you ever want to use. The Line-O-Scribe will be used over a period of years, during which time it will be selling volumes of merchandise and from an accounting standpoint will be written off over a ten year period. For every \$100 invested in a Line-O-Scribe, this amounts to about 3c per day for a ten year period figured as follows (3 x 365 x 10). It is therefore false economy to do without this sales creating medium or to consider some model which is too small to produce the signs you need to sell your merchandise.

SUGGESTIONS WHEN ORDERING SUPPLIES

INK ORDERS

should specify color wanted as well as kind. With Fast-Dri Ink you need composition rollers and F60 Cleaner . . . Water Color ink is applied with rubber rollers and cleans with water. If you change from one ink to the other, get the necessary supplies recommended for that ink.

TO MATCH TYPE

you are now using, send an imprint of a few of the letters or figures from the set to be matched or give the stock number, size and type name.

LINE-O-SCRIBE

Type fonts contain the following Letters or Figures—Sizes up to 72 point in metal . . . larger sizes are wood:

CAPITALS

81 pieces as follows:

3-A, 2-B, 2-C, 2-D, 4-E, 2-F, 2-G, 2-H, 3-I, 2-J,
2-K, 4-L, 2-M, 3-N, 4-O, 2-P, 1-Q, 4-R, 4-S, 3-T,
4-U, 2-V, 2-W, 1-X, 2-Y, 1-Z, 1-, 4--, 1-?, 1-I, 1-&,
2--, 2--, 3--

LOWER CASE

100 pieces as follows:

6-a, 4-b, 4-c, 3-d, 6-e, 3-f, 3-g, 3-h, 5-i, 3-j, 3-k,
5-l, 3-m, 5-n, 5-o, 2-p, 2-q, 5-r, 6-s, 5-t, 6-u, 3-v,
3-w, 2-x, 3-y, 2-z

FIGURES

28 pieces for fonts up to 2 inch

3-1, 2-2, 2-3, 2-4, 3-5, 2-6, 2-7, 2-8, 2-9, 3-0,
2-/, 2-\$, 1-.

FIGURES

15 pieces for fonts over 2 inch

2-1, 1-2, 1-3, 1-4, 2-5, 1-6, 1-7, 1-8, 1-9, 2-0,
1-\$, 1-¢

Contact Advertising AT THE POINT WHERE

★ The Shopper

★ The Merchandise

★ and the money get together



PROMOTE SALES . . . CONTROL INVENTORY

A general analysis of Merchandising shows that you must

1. Announce and show new merchandise quickly
2. Close out slow and dead items at once
3. Push staple items constantly

Often the only chance you get to talk to shoppers and customers who visit your store is through Contact Advertising. By this medium you can . . . announce new merchandise . . . tell of qualities and values offered . . . appeal to all your store traffic . . . follow through on other advertising to complete sales . . . increase sales volume through visual selling.

Each individual who makes up your store traffic

is subject to IMPULSE BUYING. Every minute that a person is in your store you have an opportunity to sell visually. The attention you get through merchandise display and copy at the point of Customer Contact can result in many additional sales. Multiply the number who enter your store monthly by the number of items you advertise inside your store and you have a NEW ADVERTISING MEDIUM . . . with Space Cost PAID and Production Cost LOW.

MERCHANDISING SURVEYS SHOW . . .

1. Shoppers want merchandise out where they can examine it
2. Shoppers want information without asking for it
3. Shoppers want to see prices so they can make their own buying decisions

SALES PROMOTION WITHIN YOUR STORE for maximum results . . .

1. Display your goods where shoppers can examine them . . .
2. Arrange your merchandise so sales can be made without "breaking display" . . .
3. Use signs that create desire and stimulate action . . .
4. Promote sales of best sellers . . .
5. Let shoppers be free to SHOP

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

MODEL MR711

7" x 11" capacity

Handles every size lengthwise or crosswise up to 7x11 inches on paper or cardboard.

Length 31½"

Width 24"

Height 26½"

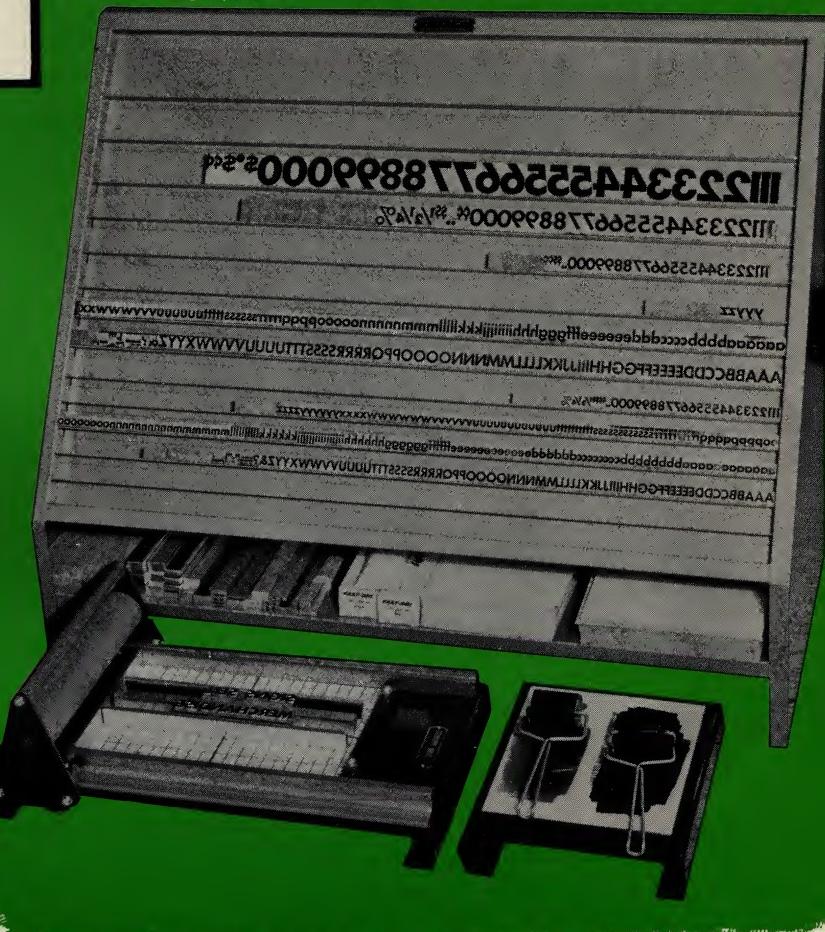
Shipping Weight . . . 120 lbs.

Finish: Green Cortex with polished brass

SPECIFICATIONS OF MR711

- 1 Line-O-Scribe Machine
7"x11" capacity
- 1 Table Top Rack
- 1 Leatherette Cover
- 1 Card Rack
- 1 Set Lining Bars and Furniture
- 1 Set Wedges
- 1 Deluxe Ink Platen
- 2 Tubes Fast-Dri Ink
- 2 Composition Ink Rollers—2 inch
- 1 Justifier
- 1 Gallon Type & Roller Cleaner
- 1 Quart Hand Cleaner
- 5 Pads Sign Requisition Forms
- 1 Extra Layout Sheet
- 1 Font 36 point Capitals
- 2 Fonts 36 point Lower Case
- 1 Font 36 point Figures
- 1 Font 48 point Capitals
- 1 Font 48 point Figures
- 1 Font 72 point Figures
- 1 Font 8 line Figures
- 1 Each 36 point Fractions—½, ¼, %
- 1 Each 72 point Fractions—½, ¼, %
- 2 Lbs. Assorted Spacers
- 50 Sheets Cardboard—5½"x7"
- 50 Sheets Cardboard—7"x11"

A compact and convenient layout for individual and branch stores using signs not larger than 7 x 11 inches.
A complete self-contained unit taking little space . . .
24" x 31½"



Operates on a fixed pressure principle which is not changed as long as the same standard cardboard is used. Pressure can be increased or decreased by adding or removing cardboard or paper under the sheet on which the type is set. REPRODUCES TWO OR MORE COLORS at once, simply ink the type in whatever colors you desire with the hand-inked rollers. TWO-SIDED signs can be made instantly by turning the card over and slip sheeting the original side. REREGISTRATION, if the need arises, you can re-ink and repeat without waste of cardboard. ANY LAYOUT lengthwise, crosswise, center balance, angles and curves can be produced. ALL LETTER SPACING CORRECT, Line-O-Scribe type is made so that each letter takes the right spacing, whether it is narrow "i" or a wide "w." REPRODUCES CUTS, linoleum blocks, slugs, etc., along with Line-O-Scribe type. RUGGED CONSTRUCTION, gives many years of service. GUARANTEED against any manufacturing defects.

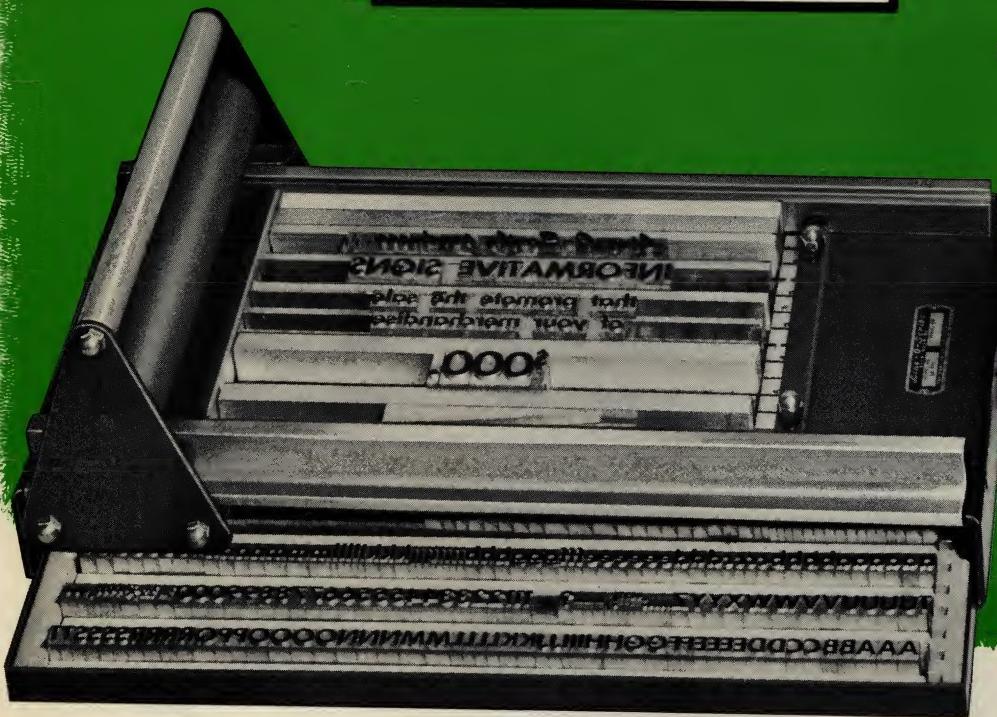
AB ab 23 AB 23 23 9

36 point Caps Lower Case Figures 48 point Caps Figures 72 point Figures 8 line Figures

THE MORGAN SIGN MACHINE CO.

**7" x 11"
capacity**

**Line-O-Scribe
MODEL M711**



Length 18"
Width 11"
Height 7"
Shipping Weight . . . 80 lbs.
Finish: Green Hammerloid with
polished brass.

Handle any size up to 7" x 11"
lengthwise or crosswise.



Designed especially for the store that wants a small, low priced sign machine.

A compact unit.

Takes only 11" x 18" space when not in use.

Produces signs with two or more colors at once.

Permits every store, regardless of size, to have a method of advertising their merchandise in their windows and inside their store at the point of Customer Contact.

Designed especially for the small store whose merchandise demands the same high quality of sign card advertising as the largest department store. Eye-appealing signs, to

lead your customer's attention to your merchandise display . . . to announce new items, sales values and special events.

Anyone can operate the new Line-O-Scribe without special training and print clear, "visual selling" signs that will create the impulse to want and the decision to buy.

Machine is finished in green hammerloid . . . rails are extruded brass . . . handle and nameplates are brass finished . . . cover is dark green leatherette with gold imprinting.

HERE'S WHAT COMES WITH THIS UNIT:

- | | |
|--|--|
| 1 Line-O-Scribe Machine 7"x11" capacity | 5 Pads Sign Requisition Forms |
| 1 Type Tray | 1 Extra Layout Sheet |
| 1 Leatherette Machine Cover | 1 Font 36 point Capitals |
| 1 Set Lining Bars and Furniture | 1 Font 36 point Lower Case |
| 1 Set Wedges | 1 Font 36 point Figures |
| 1 Double Ink Platen | 1 Font 48 point Capitals |
| 2 Tubes Fast-Dri Ink | 1 Font 72 point Figures |
| 2 Composition Ink Rollers—2 inch | 1 Each 36 point Fractions— $\frac{1}{2}$, $\frac{1}{4}$, % |
| 1 Justifier | 1 Lb. Assorted Spacers |
| 1 Gallon Type & Roller Cleaner | 50 Sheets Cardboard— $5\frac{1}{2}" \times 7"$ |
| 1 Quart Hand Cleaner | 50 Sheets Cardboard—7"x11" |

AB abc 23

36 point Caps Lower Case Figures

ABC 23

48 point Caps 72 point Figures

THE MORGAN SIGN MACHINE CO.



HORIZONTALLY . . . the Biggest Sign Machine!

Line-O-Scribe... Longfellow

MODEL K1444

PRINTS ALL SIGNS up to 14x44 inches

Clean, clear printing of the biggest signs . . . Adjustable for small ones . . . The answer to big overhead display scrolls . . . Originally made on request for several leading stores . . . Now proven and available for immediate delivery

S P E C I F I C A T I O N S

| | Length | Width | Height | Shipping Wgt. | 310 lbs. |
|---|--|-------|--------|---------------|--|
| 1 | Line-O-Scribe selfinking machine | 73" | | | |
| 1 | 14x44 printing capacity | 18" | | | |
| 2 | Tubes Fast-Dri Ink | 7" | | | |
| 1 | 3" Composition Ink Roller | | | 2 | 1/4 x 3/4 x 12 1/2" Lining Bars |
| 1 | 2" Composition Ink Roller | | | 2 | Rubber Lined |
| 1 | Gal. Type & Roller Cleaner | | | 2 | 1/2 x 3/4 x 13 1/2" Lining Bars |
| 1 | Qt. Hand Cleaner | | | 2 | Rubber Lined |
| 1 | 1/2 Pt. Justifier | | | 10 | 1/2 x 3/4 x 10" Lining Bars |
| 1 | Double Ink Platen | | | 4 | 1/4 x 3/4 x 10" Lining Bars |
| 1 | Wiping Cloth | | | 4 | 6 pt. x 10" Lining Bars |
| 1 | Ink Plate Cover | | | 5 | 12 pt. x 10" Lining Bars |
| 2 | Aluminum Lining Bars 1 1/2 x 3/4 x 43" | | | 5 | 12 pt. x 10" Lining Bars |
| 4 | Aluminum Lining Bars 3/4 x 3/4 x 43" | | | 4 | 2x12 1/2" Wood Spacing Furniture |
| 6 | 1/4 x 3/4 x 10" Lining Bars | | | 1 | 3x10" Wood Spacing Furniture |
| | Rubber Lined | | | 4 | 2x10" Wood Spacing Furniture |
| 2 | 1/2 x 3/4 x 12 1/2" Lining Bars | | | 2 | 3x10" (Diag.) Wood Spacing Furniture |
| | Rubber Lined | | | 2 | 3x12 1/2" (Diag.) Wood Spacing Furniture |
| | | | | 2 | 1/2" Lock Wedges |
| | | | | 2 | 3/4" Lock Wedges |



Line-O-Scribe

MODEL MR1411

Machine Length 27"
Width 18"
Height 7"
Ink Plate 12"x15³/₄"x3"
Pac 40"x27"x14"
Shipping Weight 250 lbs.
Finish: Baked Green Cortex
and Satin Chrome

**FOR MERCHANTS WHO WANT 11" x 14" SIGNS FOR WINDOWS AND PROMOTIONS
AS WELL AS 7" x 11" AND SMALLER SIGNS THROUGHOUT THE STORE . . .**

REPRODUCES TWO OR MORE COLORS at once, simply ink the type in whatever colors you desire with the hand-inking rollers. TWO-SIDED SIGNS can be made instantly by turning the card over and slip sheeting the original side. PRESSURE CONTROL adjusts for any thickness of paper or cardboard by turning the dial. REREGISTRATION, if the need arises, you can re-ink and repeat without waste of cardboard. ANY LAYOUT length-

wise, crosswise, center balance, angles and curves can be produced. ALL LETTER SPACING CORRECT, Line-O-Scribe type is made so that each letter takes the right spacing, whether it is a narrow "i" or a wide "w." REPRODUCES CUTS, linoleum blocks, slugs, etc. along with Line-O-Scribe type. RUGGED CONSTRUCTION, gives many years of service. GUARANTEED against any manufacturing defects.

SPECIFICATIONS OF MR 1411

- 1 Line-O-Scribe Machine 14"x11" capacity
- 1 Type rack
- 1 Leatherette machine cover
- 1 Set Lining Bars
- 1 Set Spacing Furniture
- 1 Set Locking Wedges
- 1 Deluxe Ink Platen
- 1 Card Rack
- 2 Tubes Fast-Dri Ink
- 2 Composition Ink Rollers
- 1 Justifier
- 1 Gallon Type & Roller Cleaner
- 1 Quart Hand Cleaner

- 5 Pads Sign Requisition Forms
- 1 Extra Layout Sheet
- 1 Font 24 point Capitals
- 1 Font 24 point Lower Case
- 1 Font 24 point Figures
- 1 Font 36 point Capitals
- 2 Fonts 36 point Lower Case
- 2 Fonts 36 point Figures
- 2 Fonts 48 point Capitals
- 1 Font 48 point Lower Case
- 1 Font 48 point Figures
- 1 Font 72 point Capitals
- 1 Font 72 point Lower Case

- 1 Font 72 point Figures
- 1 Font 8 line Figures
- 1 Font 12 line Figures
- 4 Lbs. Assorted Spacers for above type

89

8 line Figures

BUSINESS . . . These sizes come with this model

ABC abc 2345

48 point Caps

Lower Case

Figures

AB abc 23

72 point Caps

Lower Case

Figures

9

12 line Figures

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe
MODEL MR1422

14" x 22"
Capacity



| | Length | Width | Height |
|---------------------|----------|-------|--------|
| Machine | 38" | 18" | 7" |
| Rack | 54" | 17" | 27½" |
| Ink Plate | 12" | 15¾" | 3" |
| Shpg. Wt. | 295 lbs. | | |

Finish: Baked Enamel and Satin Chrome

ABCDEFGHIJKLM

24 point Caps

abcdefghijklmn

Lower Case

1234567890

Figures

ABCDEFGHIJKLM

36 point Caps

abcdefghijklmn

Lower Case

1234567890

Figures

THE MORGAN SIGN MACHINE CO.

and speed in operating . . .

AN IDEAL MODEL FOR EFFICIENT SIGNING IN ONE OR TWO COLORS

Type is carried on a rack above and behind the machine where the operator has quick access to all sizes. Coil-type drying racks are along the top and a leatherette drop cover goes over

the type when not in use. Operators like the ink plate up at machine level. Has all the advantages and the machine itself is the same as M1422.

SPECIFICATIONS OF MR1422

- | | |
|---|--|
| 1 Line-O-Scribe Machine 14"x22" capacity | 1 Font 24 point Capitals |
| 1 Type Rack—4 drawers, with leatherette cover | 1 Font 24 point Lower Case |
| 1 Deluxe Ink Platen | 1 Font 24 point Figures |
| 1 Leatherette Machine Cover | 1 Font 36 point Capitals |
| 1 Set Lining Bars | 2 Fonts 36 point Lower Case |
| 1 Set Spacing Furniture | 2 Fonts 36 point Figures |
| 1 Set Wedges | 2 Fonts 48 point Capitals |
| 2 Tubes Fast-Dri Ink | 1 Font 48 point Lower Case |
| 2 Composition Ink Rollers | 1 Font 48 point Figures |
| 1 Justifier. | 1 Font 72 point Capitals |
| 1 Gallon Type & Roller Cleaner | 1 Font 72 point Lower Case |
| 1 Quart Hand Cleaner | 1 Font 72 point Figures |
| 5 Pads Sign Requisition Forms | 1 Font 8 line Capitals |
| 1 Extra Layout Sheet | 1 Font 8 line Figures |
| | 1 Font 12 line Figures |
| | 4 Lbs. Assorted Spacers for above type |

AB

8 line Caps

89

8 line Figures

YOU CAN USE ANY STYLE OF TYPE
HERE ARE THE SIZES FURNISHED WITH THIS MODEL

ABC abcd 2345

48 point Caps

Lower Case

Figures

AB abc 234

72 point Caps

Lower Case

Figures

9

12 line Figures

THE MORGAN SIGN MACHINE CO.

Faster by 35%... Cleaner to Operate..

THE INK IS DISTRIBUTED
IN ONE QUICK

Line-O-Scribe

**SELF-INKING
MODEL MK1411**

**14" x 11"
Capacity**

Length 40"

Width 31½"

Height 59"

Shpg. Wt. 480 Lbs.

Finish: Baked Green Cortex
and Satin Chrome

SPECIFICATIONS

- 1 Line-O-Scribe Machine 14"x11" capacity—self Inking
- 1 Leatherette machine cover
- 1 Type rack with cover
- 1 All Steel Base
- 1 Set Lining Bars
- 1 Set Spacing Furniture
- 1 Set Locking Wedges
- 1 Card Rack
- 2 Tubes Fast-Dri Ink
- 2 XTRON Ink Rollers
- 1 justifier
- 1 Gallon Type & Roller Cleaner
- 1 Quart Hand Cleaner
- 5 Pads Sign Requisition Forms
- 1 Extra Layout Sheet
- 1 Font 24 point Capitals
- 1 Font 24 point Lower Case
- 1 Font 24 point Figures
- 1 Font 36 point Capitals
- 2 Fonts 36 point Lower Case
- 2 Fonts 36 point Figures
- 2 Fonts 48 point Capitals
- 1 Font 48 point Lower Case
- 1 Font 48 point Figures
- 1 Font 72 point Capitals
- 1 Font 72 point Lower Case
- 1 Font 72 point Figures
- 1 Font 8 line Figures
- 1 Font 12 line Figures
- 4 lbs. Asst. Spacers for above type



THE MORGAN SIGN MACHINE CO.

Clearer Imprints over hand-inked models. EVENLY TO ANY SIZE COPY MOTION OF THE INKING ASSEMBLY.

DIAL PRESSURE CONTROL adjusts for thin paper or thick cardboard by simply turning the dial. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes. ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type arrangement. Lining bars and a slip wedge hold type sufficiently for operation. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w."

REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be reprinted without waste. TWO COLORS can be produced by striping the ink plate or by applying ink with hand rollers. INK DISTRIBUTION is aided by a square inking plate which is turned at intervals. Two composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, precision extruded rails, and self-contained ball bearings at every moving point of contact. DESIGNED to eliminate unnecessary motions, with everything within operator's reach. Can be operated standing or sitting, thus relieves fatigue and monotony.

GUARANTEED against any manufacturing defects.

SIZES OF LETTERS AND FIGURES . . . MANY STYLES TO CHOOSE FROM

ABCDEFGHIJ abcdefghijklm 1234567

24 point Caps

Lower Case

Figures

89

8 line Figures

ABCDEF abcdef 234

36 point Caps.

Lower Case

Figures

89

8 line Figures

ABC abcd 2345

48 point Caps

Lower Case

Figures

9

12 line Figures

AB abc 23

72 point Caps

Lower Case

Figures

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

**SELF-INKING
MODEL MK1422C**

Users claim 25% to 35%
**THE INK IS DISTRIBUTED
IN ONE QUICK**

**14" x 22"
Capacity**

Length 58"
Width 34"
Height 57"
Shpg. Wt. 950 lbs.
Finish: Baked Enamel and
Satin Chrome



ABCDEFGHIJKLM
24 point Caps

abcdefghijklmn
Lower Case

1234567890
Figures

ABCDEFGHIJKLM
36 point Caps

abcdefghijklmn
Lower Case

1234567890
Figures

THE MORGAN SIGN MACHINE CO.

increased production over hand-inked models.

EVENLY TO ANY SIZE COPY

MOTION OF THE INKING ASSEMBLY.

SPECIFICATIONS OF MK1422C

- | | | |
|--|--------------------------------|---|
| 1 Line-O-Scribe Self-Inking Machine 14"x22" capacity | 2 Set Wedges | 3 Fonts 36 point Lower Case |
| 2 Metal type cabinets (14 drawers) | 2 Tubes Fast-Dri Ink | 3 Fonts 36 point Figures |
| 1 Sliding 4-drawer type rack | 2 Composition Ink Rollers | 4 Fonts 48 point Capitals |
| 1 Assembly of table top, card rack, etc. as illustrated | 1 Justifier | 4 Fonts 48 point Lower Case |
| 1 Leatherette machine cover | 1 Gallon Type & Roller Cleaner | 3 Fonts 48 point Figures |
| 1 Leatherette rack cover | 1 Quart Hand Cleaner | 2 Fonts 72 point Capitals |
| 1 Double Ink Platen | 5 Pads Sign Requisition Forms | 2 Fonts 72 point Lower Case |
| 1 Metal Cover for Ink Platen | 1 Extra Layout Sheet | 3 Fonts 72 point Figures |
| 1 Adjustable Operator's Chair | 2 Fonts 24 point Capitals | 1 Font 8 line Capitals |
| 1 Set Lining Bars | 2 Fonts 24 point Lower Case | 1 Font 8 line Figures |
| 1 Set Spacing Furniture | 2 Fonts 24 point Figures | 1 Font 12 line Figures |
| | 3 Fonts 36 point Capitals | 6 Lbs. Assorted Spacers for above type |

DIAL PRESSURE CONTROL adjusts for thin paper or thick cardboard by simply turning the dial. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes. ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type arrangement. Lining bars and a slip wedge hold type sufficiently for operation. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w."

REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be reprinted without waste. TWO COLORS can be produced by striping the ink plate or by applying ink with hand rollers. INK DISTRIBUTION is aided by a square inking plate which is turned at intervals. Two composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, precision extruded rails, and self-contained ball bearings at every moving point of contact. DESIGNED to eliminate unnecessary motions, with everything within operator's reach. Can be operated standing or sitting, thus relieves fatigue and monotony. Work areas illuminated by 40-watt fluorescent light. GUARANTEED against any manufacturing defects.

SIZES OF LETTERS AND FIGURES . . . MANY STYLES TO CHOOSE FROM

A B C D E F G a b c d e f 2 3 4 5 6

48 point Caps

Lower Case

Figures

A B C D a b c d 2 3 4 5

72 point Caps

Lower Case

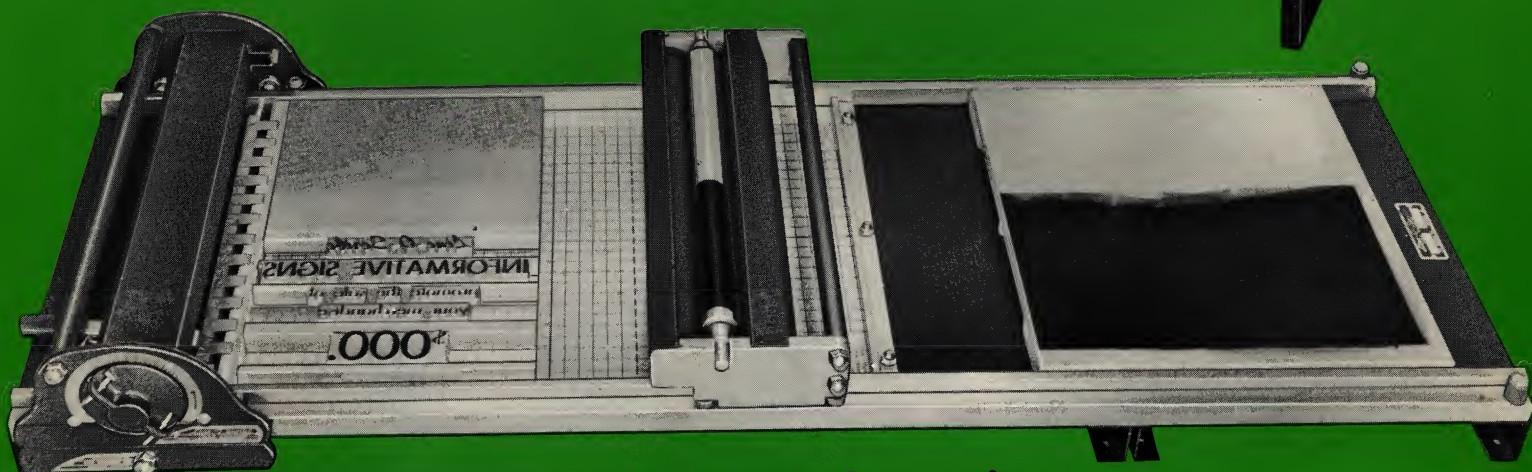
Figures

T H E M O R G A N S I G N M A C H I N E C O .

Line-O-Scribe

**SELF-INKING
MODEL KR1422**

For those who want a



14" x 22" Capacity

ABCDEFGHIJKLM

24 point Caps

abcdefghijklm

Lower Case

23456789

Figures

ABCDEF

48 point Caps

abcdef

Lower Case

23456

Figures

THE MORGAN SIGN MACHINE CO.

self-inking model at minimum cost

Machine Length 51" Each Cabinet .. 23"x15½"x9" Complete Shpg. Wt. . . 445 lbs.
Width 18" Rack 54"x17"x27½" Finish: Baked Enamel and Satin Chrome
Height 7"

S P E C I F I C A T I O N S O F K R 1 4 2 2

- | | | |
|---|--------------------------------|--|
| 1 Line-O-Scribe Self-Inking Machine 14"x22" capacity | 1 Justifier | 2 Fonts 48 point Capitals |
| 1 Type Rack (4 drawers, with leatherette cover) | 1 Gallon Type & Roller Cleaner | 2 Fonts 48 point Lower Case |
| 1 Metal Type Cabinet (5 drawers) | 1 Quart Hand Cleaner | 2 Fonts 48 point Figures |
| 1 Leatherette machine cover | 5 Pads Sign Requisition Forms | 1 Font 72 point Capitals |
| 1 Double Ink Platen | 1 Extra Layout Sheet | 1 Font 72 point Lower Case |
| 1 Set Lining Bars | 1 Font 24 point Capitals | 2 Fonts 72 point Figures |
| 1 Set Spacing Furniture | 1 Font 24 point Lower Case | 1 Font 8 line Capitals |
| 1 Set Locking Wedges | 1 Font 24 point Figures | 1 Font 8 line Figures |
| 2 Tubes Fast-Dri Ink | 2 Fonts 36 point Capitals | 1 Font 12 line Figures |
| 2 Composition Ink Rollers | 2 Fonts 36 point Lower Case | 4 Lbs. Assorted Spacers for above type |
| | 2 Fonts 36 point Figures | |

COMBINES all the Line-O-Scribe exclusive features. DIAL PRESSURE CONTROL adjusting for any thickness of paper or cardboard by a turn of the dial. MECHANICAL INKING transferring the ink to any size copy in one pass of the multiple ink rollers. REREGISTRATION when the need arises. TWO-SIDED SIGNS that are done instantly by turning the card over and slip sheeting original side. CHOICE OF LAYOUT from center spacing and transitional balance to angles and curves. CORRECT SPACING for all letters, both wide and narrow letters are engineered to take the proper amount of space. REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., along with Line-O-Scribe type. TWO COLORS can be produced by striping the ink plate or by using hand inking rollers. RUGGED CONSTRUCTION gives many years of service. GUARANTEED against manufacturing defects.

SIZES OF LETTERS AND FIGURES LISTED. CHOICE OF STYLES AVAILABLE.

A B C D a b c d e 2 3 4 5 6

36 point Caps

Lower Case

Figures

A B a b c 2 3 4

72 point Caps

Lower Case

Figures

A 9

8 line Caps

Figures

9

12 line Figures

T H E M O R G A N S I G N M A C H I N E C O .

Has many operating advantages for
SINGLE SIGNS, ANNOUNCEMENTS,

Line-O-Scribe
SELF INKING
MODEL M2228

**22" x 28"
capacity**

Length 83"
Width 38"
Height 46"
Shipping Weight 870 lbs.

Finish: Baked Enamel and Cadmium



Users claim 25% to 35% increased production over hand inked machines. Reproduces cuts, linoleum blocks or slugs along with Line-O-Scribe type in any size from 10 inch bold down to 8 point.

THE MORGAN SIGN MACHINE CO.

storewide promotion WINDOW READER SIGNS, SHORT RUNS AND OTHER REPRODUCTIONS

OPERATES EASILY even on large copy of bold type. A turn of the wheel moves the pressure rollers along a geared track. LEVER PRESSURE CONTROL adjusts for thin paper or thick cardboard by simple adjustment of the lever. TWO-SIDED SIGNS instantly, just re-ink, turn the card over and slip sheet the original side. TOP QUALITY PRODUCTION from even distribution of minimum amount of ink, correct pressure and choice of type styles and sizes.

ANY LAYOUT, operator controls it for center spacing, transitional balance, angles or curves. You can see how your sign will look from the type

arrangement. CORRECT SPACING, Line-O-Scribe type is made to precision. Spacing is automatically correct, whether it is a narrow "i" or a wide "w." REPRODUCES CUTS, electros, zinc plates, linoleum blocks, slugs, etc., can be run along with Line-O-Scribe type. REREGISTERS, when the need arises the card may be reprinted without waste. Three composition ink rollers with a metal distributor roller transfer the ink to the type. ENGINEERED for constant use with heavy pressure rollers, sturdy castings of aluminum alloy, and self-contained ball bearings. GUARANTEED against any manufacturing defects.

SPECIFICATIONS OF M2228

| | | |
|---|-----------------------------------|--------------------------|
| 1 Self-Inking Line-O-Scribe Machine 22"x28" capacity | 1 Composition distributing roller | 2 Tubes Fast-Dri Ink |
| 1 Mechanical inking assembly | 1 Set Lining Bars | 1 Can Fast-Dri Justifier |
| 1 Vibrating distributing roller | 1 3" Composition Roller | 1 Gallon Type Cleaner |
| 1 Metal distributing roller | 1 2" Composition Roller | 1 Quart Hand Cleaner |

Type, cabinets, racks and other supplies for this machine are sold separately since requirements vary so much. Selections should be made from listings on other pages of this catalog.

Has VARIED USES by retailers, distributors, commercial shops, schools and manufacturers. For SIGNS one of a kind, one-sided or two-sided • DUPLICATIONS up to 100 or more VISUAL TRAINING materials • SALES PORTFOLIOS • PROOFING • PREPARING MASTERS for offset duplication • SHORT RUN production up to 100 or more.

THE MORGAN SIGN MACHINE CO.

SAMPLE SCROLL SUGGESTIONS

Line-O-Scribe

Smartly tailored

Luxurious Unfinished Worsteds

Single breasted
with custom details... \$85.

Cottons... so
cute and curvy

Washable Puff-Sleeve Pastels

Elasticized to curve your
figure - skirt whirling out
wide. Sizes 12 to 20... 19.95

New choice
of slender women

Scarf Collar with Firm Boning

Very romantic, newest
thing to happen to a suit

Figure fitted

Swimmable Bathing Suit

cling to you, in the water
or on the beach... \$12.95

Smartly tailored

Unfinished Worsteds

Single breasted
with custom details... \$85.

You'll be in the
spotlight with these styles

From the old South

bare shouldered bodice
with waltz-full skirt of
antique silk and rayon

When you want
that well dressed feeling.

Fashion Hunter's Suits

cotton, rayon, and silk
a blend with the look
of heavy silk... 85.00

THE MORGAN SIGN MACHINE CO.

SAMPLE SIGN SUGGESTIONS

Line-O-Scribe

SPECIAL

Electric ALARM CLOCK

self-starting model
pleasant chime alarm

\$9.95

Famous for long wear!

WORSTED Sharkskin Suits

single or double breasted
100% virgin wool

59.95

78 piece set...
Imported English China Dinnerware

service for twelve
graceful spray pattern

69.50

Famous Make
PORTABLE RADIO
built-in antenna
plastic cabinet
39.95

Serviceable always
POPLIN JACKETS
rain repellent
zipper front
8.25

For a gift... or for yourself
Sterling Identification Bracelet
has large engraving plate
comes in gift box
10.95

UNIVERSITY of ILLINOIS

ILLINI UNION

presents

FRED WARING

and Company

Jan. 25, 8:00 p.m.

Auditorium

TICKETS AVAILABLE

ni Union - Main Desk

This season's smartest
tailored at Fashion Park

Striped Flannels

grays and blues
with custom details

\$89

SPECIAL SALE

FACIAL TISSUES

300 sheets
assorted colors

19¢

You always Save at
JONES BROS.

OUR PRICE
\$5.95

Smartly styled no-iron
SEERSUCKER CASUAL ROBES
styled for ease and comfort
the coolest of fabrics

8.98

TO HELP YOUR PEOPLE . . FOLLOW THIS SYSTEM!

This Chart is Supplied with Every *Line-O-Scribe*

Wall Chart is 28"x44" . . . shows signs in actual sizes . . . 14"x22", 11"x14", 7"x11", 5½"x7", 3½"x5½", 2¾"x3½" and smaller.



SIGN COPY and LAYOUT GUIDE

| | |
|--|--|
| 100% virgin wool 39¢ 23.95 | |
| The gift of a lifetime Wrist Watch 10k rolled gold plate seven jewels black cord 34.95 | |
| GIFT SUGGESTIONS all wool SWEATERS soft virgin yarns Cardigans and Pullovers 15.95 | |
| SHOP EARLY | |

CHILDREN'S CORDUROY SLACKS **SALE** 4.95

TROPICAL WOOLSTED 39.50

COTTON ANKLETS
soft living elastic hem
soft absorbent cotton
39¢

For giving or using
Coffee Percolator
non-tarnish chrome plate
cool plastic handle
\$25

Summer fun long wear!
NEW SHARKSKIN SUITS

- 100% virgin wool yarn
- this season's best buy

59.95

SPECIAL PURCHASE

China
TABLE LAMPS

- solid brass mountings
- washable plastic shade

\$19.50

Extra Value!
All Wool
GABARDINES

year around weight
exceptionally well tailored
have that silky sheen

\$59.50

SIGN REQUISITION FORMS FE51 with Copy Control

Standardization of signs can only be accomplished where the copy is controlled. Even trained sign copy writers find these forms indispensable for guiding them on "What to Say" and "How Much to Say." For your convenience they are padded in 100's and packaged in 1,000's . . . a copyright of THE MORGAN SIGN MACHINE CO.

| SIGN REQUISITION with Copy-Control | | Date | No. |
|--|--------------------------|------|-----|
| QUANTITY | | | |
| Two Sides | <input type="checkbox"/> | | |
| One Side | <input type="checkbox"/> | | |
| Upright | <input type="checkbox"/> | | |
| Landscape | <input type="checkbox"/> | | |
| 3½x5½ | <input type="checkbox"/> | | |
| 5½x7 | <input type="checkbox"/> | | |
| 7x11 | <input type="checkbox"/> | | |
| 11x14 | <input type="checkbox"/> | | |
| 14x22 | <input type="checkbox"/> | | |
| 22x28 | <input type="checkbox"/> | | |
| Dept. | | | |
| Ordered By | | | |
| Cardboard Color | | | |
| Ink Color | | | |
| REQUISITIONS should be given 48 hours in advance | | | |
| HEADLINE — BRIEFLY NAME AND/OR DESCRIPTIVE NAME OF ITEM | | | |
| 1. <input type="text"/> | | | |
| 2. <input type="text"/> | | | |
| DESCRIBING INFORMATION . . . SELLING POINTS | | | |
| 3. <input type="text"/> DESCRIBING INFORMATION . . . SELLING POINTS | | | |
| 4. <input type="text"/> | | | |
| Copyright 1949 by THE MORGAN SIGN CO. CHICAGO, ILL. | | | |
| Contact Advertising - Functions at the point where the shopper, the merchandise and the money get together. <input type="checkbox"/> Copy must inform shoppers and carry enough appeal to complete sales. | | | |
| POINTS ON WRITING SIGN COPY — HANDWRITING THAT FILLS THE ABOVE RECTANGLES IN AVERAGE COPY. Telegraphic copy that reads fast has been found to do the maximum selling at the point of customer contact. The message must be clear and concise. Surveys have shown that shoppers want information such as: Maker's name — Brand name — Price — Description — Place of origin — Type of material — Color — Weight — Color — Premium — Features — Guarantee — etc. Research shows that a head line, that creates desire to own, increases sales up to 24%. | | | |
| A COMPLETE COPY GIVES <input type="checkbox"/> Give brand name or descriptive name of item. <input type="checkbox"/> Give more important features of the item. <input type="checkbox"/> Give price, including unit of measure or quantity, if not obvious — gal., pair, dozen, etc. | | | |
| TYPE SIZES TO USE — Figures same size or larger, up to twice size of headline; headline ½ to ¾ size of descriptive information; descriptive information ½ size of headline. | | | |
| <small>PRINTED IN U.S.A.</small> Form No. FE51-100 in a Pad—These forms can be ordered from THE MORGAN SIGN CO., 4510 N. Ravenswood Ave., Chicago 40, Ill. Copyright 1949 | | | |

EXAMPLE
Protect your health!
Facial Tissues
• 300 single sheets
• soft, absorbent
00¢

THE MORGAN SIGN MACHINE CO.

***UNBELIEVABLE RESULTS** of Merchandise Survey!

* STORE NAME WILL BE
FURNISHED ON REQUEST

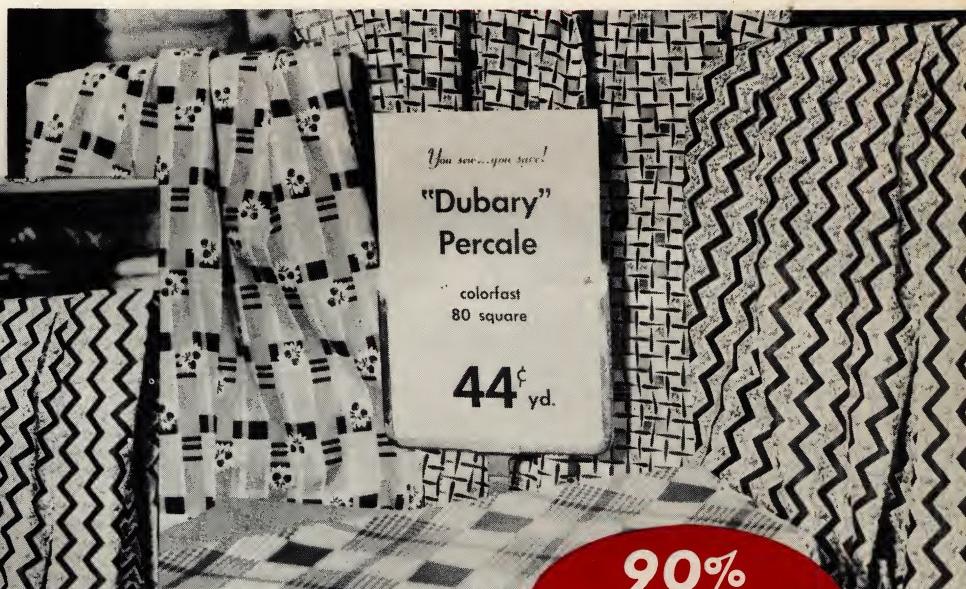
The following comparative tests were run in a suburban town 25 miles from the largest shopping center in the Middle West. Sales were checked for two weeks without signs and for two weeks

with signs. It is indeed amazing that the following percentage gains were obtained. "Contact Advertising" signs produced on the Line-O-Scribe created these impulse sales.

BEFORE



AFTER



The copy read . . . You Sew . . . You Save!

"Dubarry" Percale

Colorfast — 80 square

.44 yd.

MORE PROOF ON NEXT PAGE

THE MORGAN SIGN MACHINE CO.

AFTER

BEFORE



**350%
INCREASE**

The copy read . . .

You'll be happy with these

NEW PURSE STYLES

durable plastic
large selection

2.98

AFTER

BEFORE



**1500%
INCREASE**

The copy read . . . For gifts . . . or your bath

"Cannon" Bath Towels

| | |
|------------|-------------|
| Bath Towel | 1.19 |
| Face Towel | .69 |
| Wash Cloth | .29 |

THE MORGAN SIGN MACHINE CO.

CARDBOARD

HIGHEST QUALITY • CLAY COATED

Line-O-Scribe

6 PLY COATED TWO SIDES



No. 61

WHITE



No. 62

BUFF



No. 63

GREEN



No. 68

YELLOW



No. 50

GRAY



No. 70

BLACK

14 PLY V-NEER COATED ONE SIDE



V21

WHITE



V30

WALNUT



V23

GREEN



V25

BUFF

HIGHEST QUALITY
CLAY COATED
CARDBOARD



V27

BROWN

14 PLY COATED ONE SIDE



No. 620

SILVER



No. 621

GOLD



No. 640

YELLOW

The **MORGAN** Co.
SIGN MACHINE

★ ORDER BY NUMBER
★ SPECIFY SIZE AND COLOR

Line-O-Scribe

READY CUT CARDBOARD

PACKED IN 100's Stores of all sizes have found it to their advantage to order their cardboard in ready cut sizes, wrapped in 100's. This saves time and prevents waste. You will have no more large, soiled sheets and irregularly cut waste . . . Saves space, too . . . Simply stack the compact packages on a shelf and open one as needed.

Standard sizes, or we will cut to your specifications.
 $3\frac{1}{2} \times 5\frac{1}{2}$. . . $5\frac{1}{2} \times 7$. . . 7×11 . . . 11×14 . . . 14×22 . . . 22×28

6 PLY COATED TWO SIDES A high-quality, clay coated stiff board. Available in the following colors:

No. 61, White . . . No. 62, Buff . . . No. 63, Green . . .

No. 50, Grey . . . No. 68, Yellow . . . No. 70, Black
 . . . Specify size and color wanted.

WOOD GRAIN CARDBOARD Natural finish. A 14-ply stock finished on one side, does not soil easily, always seasonable.

No. V20, Yellow . . . No. V21, White . . . No. V23, Green . . . No. V25, Buff . . . No. V27, Brown . . .
 Specify size and color wanted.

14 PLY POSTER CARDBOARD Coated one side. A rigid cardboard for large signs and quality display cards.

See pages 23 and 25 for colors and numbers.



THE MORGAN SIGN MACHINE CO.

CARDBOARD

HIGHEST QUALITY • CLAY COATED

Line-O-Scribe

14 PLY COATED ONE SIDE



No. 600



No. 605



No. 660 YELLOW



No. 641 ORANGE



No. 666 SCARLET RED



No. 652 BEAVER BROWN



No. 657 MAROON



No. 643 GREEN



No. 649 BOTTLE GREEN



No. 606 LIGHT BLUE



No. 647 DARK BLUE



No. 604 SHELLROSE PINK



No. 650 GRAY



No. 651 NEUTRAL GRAY



No. 648 BLACK

The **MORGAN** Co.
SIGN MACHINE

★ ORDER BY NUMBER
★ SPECIFY SIZE AND COLOR

IMPRINTED CARDS

top quality cardboard, 6-ply coated 2 sides . . . PRINTED ON ONE SIDE



T54 7"x11"

FOR SALES EVENTS



T57 7"x11"



T60 5½"x7"



T63
2¾"x3½"

FOR PROMOTIONAL ITEMS



T61
2¾"x3½"



T58 5½"x7"



T55 7"x11"



T52 7"x11"

FOR FAST SIGNING



T53 7"x11"



T56 7"x11"



T59 5½"x7"

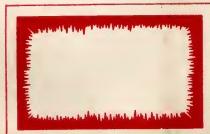


T62
2¾"x3½"

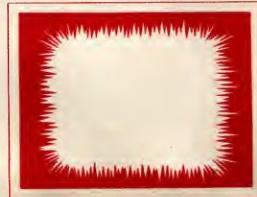
FOR SPECIAL SELLING



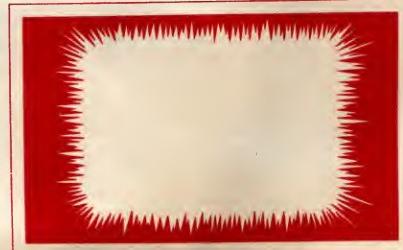
T67
2¾"x3½"



T66 3½"x5½"



T65 5½"x7"



T64 7"x11"

THE MORGAN SIGN MACHINE CO.

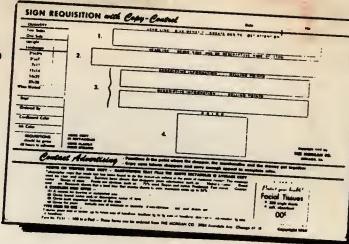
SIMPLIFIED SIGNING

Line-O-Scribe

Set up a standard of sign layout both as to number of lines of copy and size of signs to be used.



ADOPT A COPY CONTROL REQUISITION FORM



For sales and special events, strips are printed for price changes and attention-getters. Same card stock or color can be used. Ink can be used in same or varied color.

SALE PRICE **49.95**

TOPPERS and PRICE STRIPS

- quickly change from regular selling to sales events
- permit complete copy to be used always at Low Cost
- saves cardboard
- saves labor

Inserts are printed and positioned in bottom of sign holder

REMOVE TOPPERS and INSERTS TO RETURN TO REGULAR SELLING

BLANK TOPPERS



No. T50 for signs 11" wide



No. T51 for signs 7" wide

You print "THE NAME OF THE SALE" on the Line-O-Scribe. No waste . . . Low cost . . . You are always equipped for special events.

As Advertised



SPECIAL

Toppers Imprinted using any display type, any color. Write for prices.

Available

Plain white or any 6 ply color, no border, same price in 1000 lots.

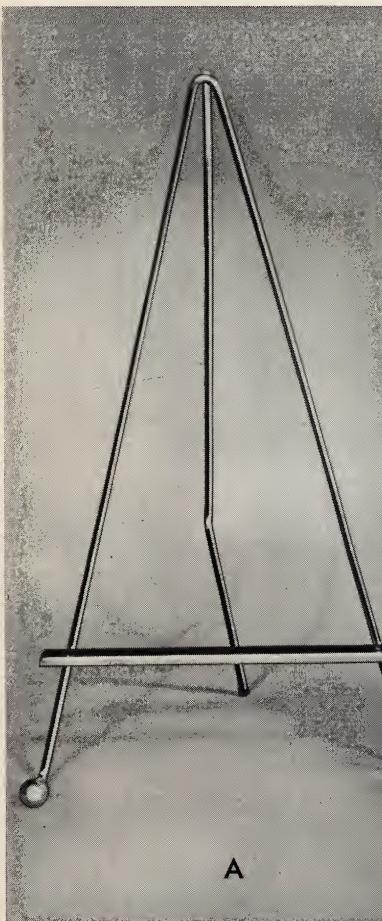
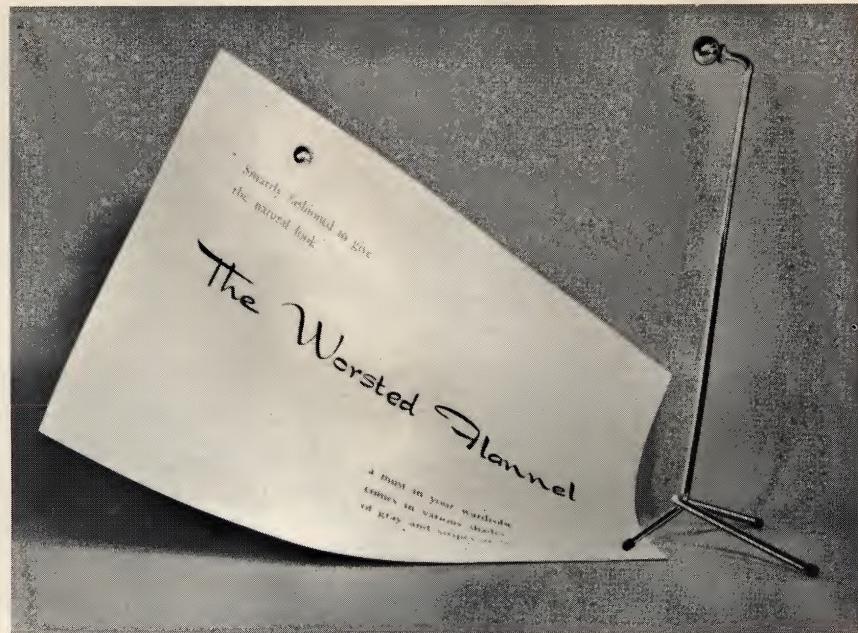


THE MORGAN SIGN MACHINE CO.



All Brass Sign Holders

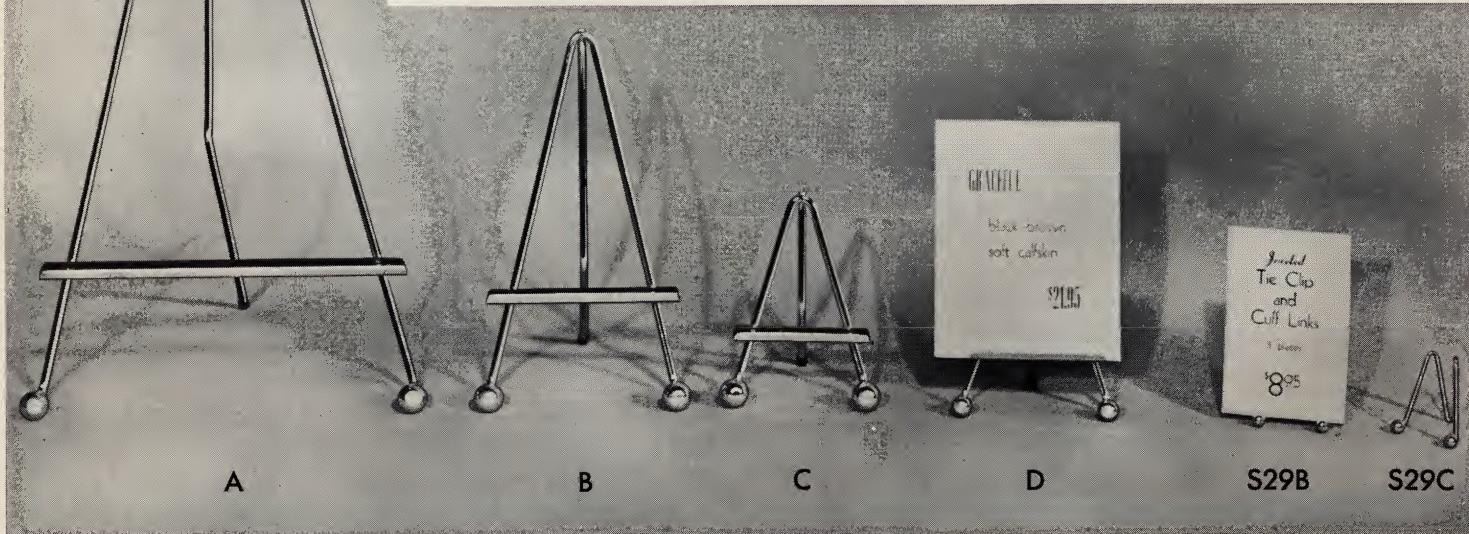
The easel-type sign holder in all brass is very popular. Flexible, too, in that the card may be positioned on the easel or down on the knobs, and varying sizes of cards can be used on any easel.



ALL BRASS SCROLL HOLDERS

S34B 12" High, suitable for sheets up to 14"x22"
 S35B 15" High, suitable for sheets up to 22"x28"

Simply unscrew the brass ball and insert the sheet on the pointed end and replace the brass ball. When in use only the brass ball shows.



ALL BRASS METAL SIGN EASELS

- A... S33B 22" High . . . for signs 14"x22"
- B... S32B 11" High . . . for signs 7"x11"
- C... S31B 6" High . . . for signs 5½"x7"
- D... S30B 6" High Light Weight . . .
for signs 5½"x7"

BALL TICKET HOLDERS

Brass ticket holders for small cards 3½"x5½"
or 2¾"x3½"

- S29B . . . 2¼" High . . . All Brass Finish
- S29C . . . 2¼" High . . . Polished Chrome

SIGN HOLDERS

Top quality metal sign holders
Chrome finished, one piece channel frame, smooth rounded corners, choice of 2 stem heights, specify which is wanted.

VERTICAL SIGN HOLDERS . . . flat bases

V 2 $\frac{3}{4}$ " x 3 $\frac{1}{2}$ " stem 4" or 6"
V 3 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ " stem 4" or 6"
V 5 $\frac{1}{2}$ " x 7" stem 6" or 8"

V 7" x 11" stem 8" or 10"
V 11" x 14" stem 10" or 12"

SPECIAL PURCHASE

all wool
SWEATERS

soft virgin yarns
Cardigans and
Pullovers

15.95

HORIZONTAL SIGN HOLDERS . . . flat bases

H 2 $\frac{3}{4}$ " x 3 $\frac{1}{2}$ " stem 4" or 6"
H 3 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ " stem 4" or 6"
H 5 $\frac{1}{2}$ " x 7" stem 6" or 8"

H 7" x 11" stem 8" or 10"
H 11" x 14" stem 10" x 12"



HORIZONTAL
3 $\frac{1}{2}$ x 5 $\frac{1}{2}$



HORIZONTAL
5 $\frac{1}{2}$ x 7



HORIZONTAL
7 x 11

VERTICAL
7x11

ROUND CAST BASE SIGN HOLDERS adjustable stems



HORIZONTAL

HA 3 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ "
HA 5 $\frac{1}{2}$ " x 7"
HA 7" x 11"
HA 11" x 14"

stems
6" to 12"
or
12" to 24"

VERTICAL

VA 3 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ "
VA 5 $\frac{1}{2}$ " x 7"
VA 7" x 11"
VA 11" x 14"

stems
6" to 12"
or
12" to 24"

STATIONARY STEMS

HORIZONTAL

HS 3 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ " stem 8"
HS 5 $\frac{1}{2}$ " x 7" stem 10"
HS 7" x 11" stem 12"
HS 11" x 14" stem 15"

VERTICAL

VS 3 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ " stem 8"
VS 5 $\frac{1}{2}$ " x 7" stem 10"
VS 7" x 11" stem 12"
VS 11" x 14" stem 15"

THE MORGAN SIGN MACHINE CO.

HEADINGS FOR SALES EVENTS



No. BR532



No. BR533



No. BR534



No. B94X



No. BR524



No. BR525



No. BR526

ALL CUTS SAME SIZE AS SHOWN

REDUCED

BR545

SAVE NOW

BR546

FATHERS' DAY

BR547

GIFT SUGGESTIONS

BR548

**BUY NOW . . . USE OUR
LAY-AWAY PLAN**

BR549

**ANNIVERSARY
SALE**

BR550

THE MORGAN SIGN MACHINE CO.

CHRISTMAS CUTS . . .



No. BR535



No. BR536



No. BR537



No. BR538



No. BR539



No. BR531

SELL MORE MERCHANDISE!

• All cuts same
size as shown



**GIFTS FOR
EVERYONE**

No. BR540



SPECIALS

No. BR541

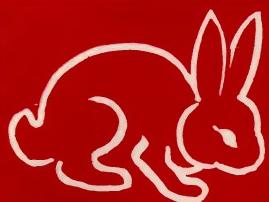
DOLLAR \$ DAYS

No. BR542



**HARVEST
SALE**

No. BR543



**EASTER
SPECIALS**

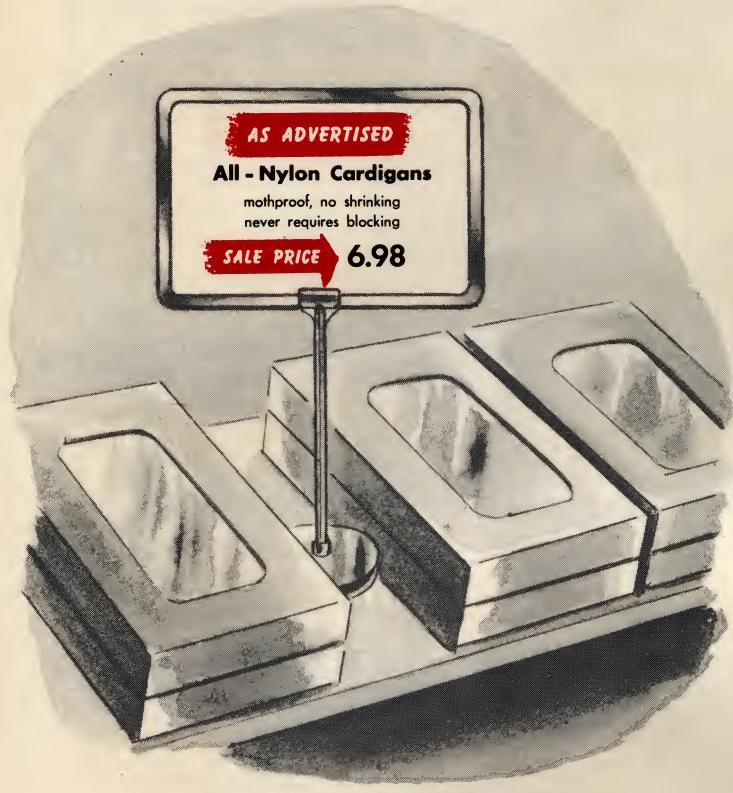
No. BR544

**USE
OUR LAY-A-WAY PLAN**

No. BR530

Line-O-Scribe

CUTS ATTRACT ATTENTION .



Announce new merchandise, stimulate impulse sales and close out slow items with these attention-getting cuts. To have the full set on hand is to be prepared for promoting additional sales.

Complete set of 12 cuts, No. B88-99 . . .

SALE

No. B91

REDUCED TO

No. B89

SALE PRIC

No. B88

AS ADVERT

No. B90

SPECI

No. B99

NEW

No. B95

SAU

No. B94

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

SELL EXTRA MERCHANDISE

SPECIAL
PURCHASE

No. B93

AS ADVERTISED

No. B96

E. O. M. SPECIAL

No. B92

CLEARANCE

No. B98

CLOSE OUT

No. B97

THE MORGAN SIGN MACHINE CO.

IMPRINT OF SALES PROMOTION CUTS



BR559



BR562

BR555

THE MORGAN SIGN MACHINE CO.

PROMOTIONAL CUTS

Line-O-Scribe

our price

BR560

SALE PRICE

BR561

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

**ALL CUTS
SAME SIZE AS SHOWN**

DOWN

BR552

MONTHLY

BR551

**ANNIVERSARY
SALE**

BR556

OUR PRICE

BR557

WAS

BR553

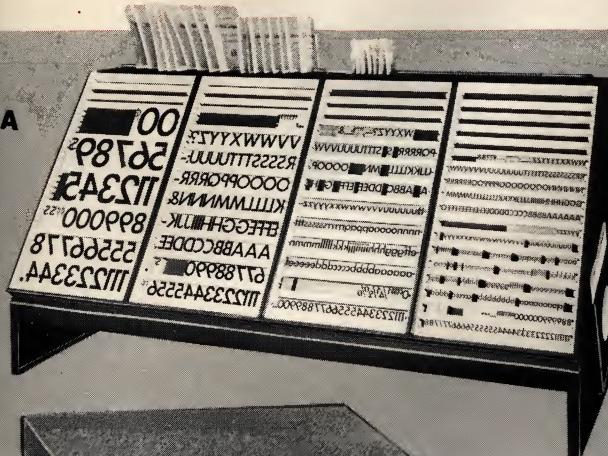
SALE PRICE

BR558

THE MORGAN SIGN MACHINE CO.

RACKS AND CABINETS FOR METAL AND WOOD TYPE

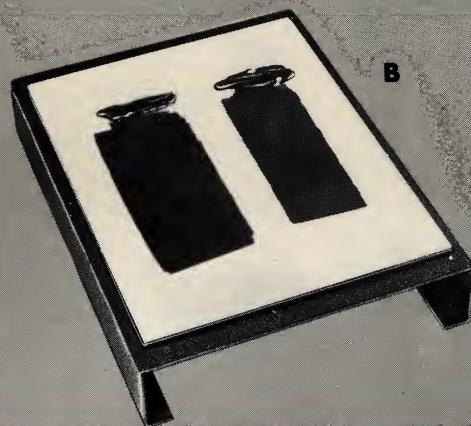
Line-O-Scribe



D51

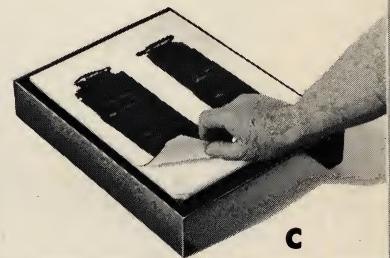


D52



B

TEAR-OFF DISPOSABLE
PAPER INK PLATEN



C

The cabinets and type racks are made of heavy sheet steel, spot welded at all joints and finished with a baked-on black wrinkle. Each type drawer comes with wood sections with 12 adjustable cross pieces, thus making them usable for any size of type. If more than 12 crosses are needed, they may be ordered separately.

TYPE RACKS (A)

D50 All steel construction. Over-all size 54" long, 17" wide, 27½" high. Black wrinkle finish, leatherette drop cover comes over the type when not in use, spring type card-holding rack. Speeds up operation by having the type in working position. You may want to use this rack with draws from your present type cabinets. We therefore price it both ways. (type not included)

D50 without type trays.....
D50X with four type trays.....

DELUXE INK PLATE (B)

Heavy glass top (3/16") ink plate, 11x14 inches, on formed steel base that holds the inking surface at machine level. Black wrinkle finish. Glass is removable for cleaning. Use for one, two or more colors.

No. 516.....

CABINET NO. D51

Size 22¾" long, 15½" wide, 9" high
4 Draws — 3 for type, 1¼" high
1 for supplies, 2¾" high (top draw)

CABINET NO. D51X

Size 22¾" long, 15½" wide, 9" high
5 draws — 1¼" high, all for type

X C - TEAR-OFF PAPER PLATEN

Made of a paper that the ink does not penetrate. Saves a great deal of time and muss on clean-ups. Simply tear off the top sheet and throw it away. Pad fits in No. 516 Deluxe Ink Plate.

No. F53 100 sheets per pad, 11x14"

CABINET NO. D52

Size 22¾" long, 15½" wide, 28" high
14 draws—12 for type 1¼" deep
2 for supplies — top draw 2¾" deep
Bottom draw 4½" deep

CABINET DRAW NO. D53

Size 21½" long, 13½" wide,
1¼" high

Has handle and fits above cabinets

CABINET DRAW NO. D54

Size 21½" long, 13½" wide,
1¼" high
Does not have handle

TYPE TRAY NO. M711

Size 17½" long, 9½" wide

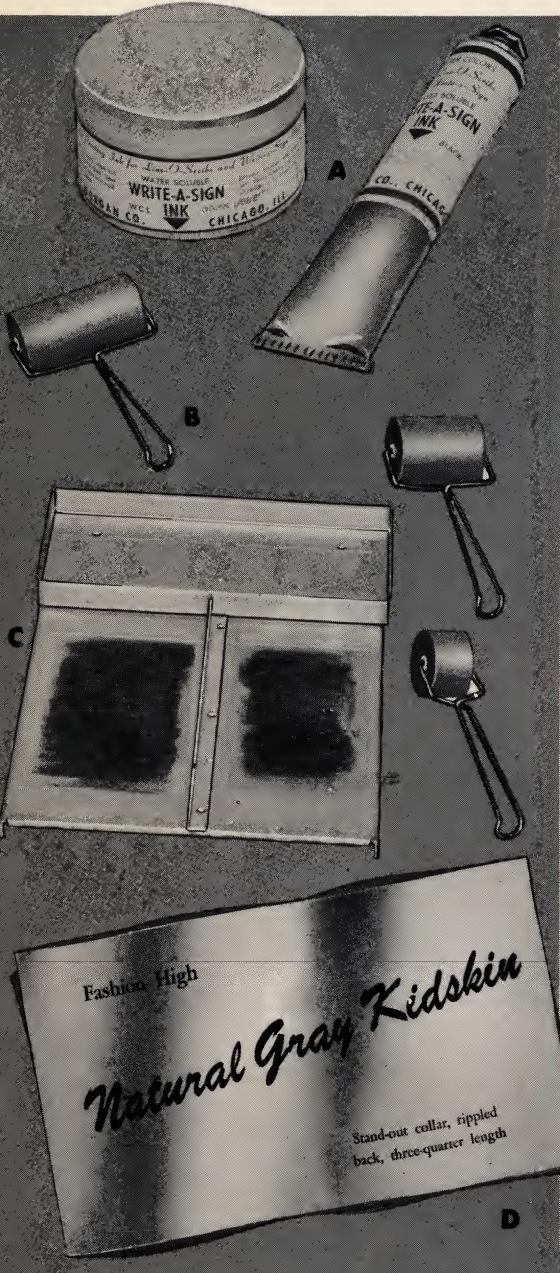
WOOD TYPE DIVIDERS NO. D55

Wood type dividers for above draws
or cabinets

THE MORGAN SIGN MACHINE CO.

WATER COLORS ACCESSORIES, PAPERS

Line-O-Scribe



WATER COLOR INKS (A) These inks are available in all the colors shown on the front cover. Any special shades can be mixed to your order on request. Water color inks clean with water and can be thinned with water. The rollers and ink platen need not be cleaned after each day's use. However, the ink should be wiped off metal and wood type after using; otherwise, it would cause the metal type to pit and it will affect the special finish on the wood type.

It is recommended that you keep a variety of colors on hand, which will permit you to keep your signs seasonable and harmonizing with your displays. The standard colors available are:

Maroon, Red, Orange, Yellow, Green, Dark Green, Light Blue, Dark Blue, Purple, Brown, Black and White.
WC1, 1/4 lb. Tubes . . . WC2, 1/2 lb. Cans . . . WC3, 1 lb. Cans. Specify color and which size is wanted.

RUBBER ROLLERS (B) The rubber rollers are for applying water color inks only. They do not work well with the Fast-Dri Inks. These rollers have a formed, heavy wire handle, and the roller is 1½ inches in diameter and comes in four sizes:

No. 1, ¾ inch wide . . . No. 2, 2 inches wide . . . No. 3, 3 inches wide . . . No. 6, 6 inches wide (Wood handle) . . .

INK PLATENS (C) Made of formed metal, the single ink platen is 5½x8 inches. The double platen is 8½x12¾ inches over-all with a compartment for the ink, and the inking surfaces are 8¼x4 inches each.

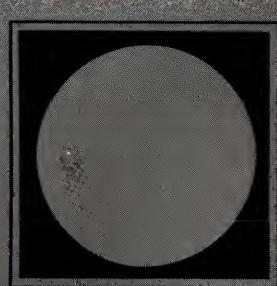
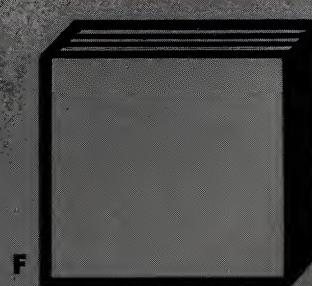
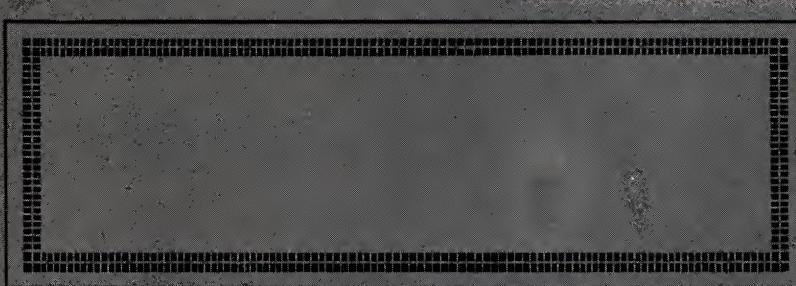
No. 20, Single (not illustrated) . . . **No. 21, Double** . . .

PAPER SCROLL SHEETS (D) Here is a good textured paper sheet for printing window signs or signs to be used in showcases. It comes in the following colors:

No. S51, White . . . No. S52, Grey . . . No. S53, Yellow . . . No. S54, Light Blue . . . No. S55, Light Green. Standard sizes are: 20x26 inches and 13x20 inches . . . Specify size and color wanted.

STANDARD EASELS Die cut from long fiber chip board. The size easel recommended is approximately three-quarters the height of the sign which it is to hold.

Single Wing, No. S21, 4 inches high . . . No. S22, 10 inches high . . . No. S23 18 inches high . . .



BORDERED WINDOW BANNERS Heavy white paper with red or blue borders.

E [No. 822 8x22 inches No. 1122 11x22 inches
No. 1117 11x17 inches No. 1422 14x22 inches]

F [No. B10 10½x10½ inches
No. B141 14x14 inches]

G [No. S1111 11x11 inches
No. S1414 14x14 inches]

THE MORGAN SIGN MACHINE CO.

FAST-DRI INKS, COMPOSITION ROLLERS, CLEANERS, ETC.

FAST-DRI INKS (A) Standard colors are shown on the front cover. Special shades mixed to your order. Dries quickly and permanently when printed. Can be left on rollers and ink plate or type without hardening.

Fast-Dri Line-O-Scribe Ink has a good covering quality and produces clean-cut printing. Gives excellent reproductions on all clay coated and enamel stock . . . Will not skin . . . No waste . . . Dries in a few minutes . . . permanently . . . Does not set on rollers, ink plate or type . . . Cleans readily, even if left on for days, with F60 Cleaner . . . Must be applied with composition rollers.

Colors available:

Maroon, Red, Orange, Yellow, Green, Dark Green, Light Blue, Dark Blue, Purple, Brown, Silver, Gold, Copper, Black and White.
F55, $\frac{1}{4}$ lb. Metal Tubes . . . F65, $\frac{1}{2}$ lb. Plastic Tubes . . . F56, 1 lb. Cans

TYPE AND ROLLER CLEANER (B) Especially compounded for use with Fast-Dri Ink. A few drops quickly loosens Fast-Dri Ink when left on the ink plate or rollers overnight or longer. Does not leave an oil finish on rollers or ink plate.

F60, 1 gal. Cans . . . Packed 6 in a case . . .
(For Fast-Dri or Oil Inks only. Not for water color inks.)

FAST-DRI JUSTIFIER (C) When the Fast-Dri Ink is too tacky, especially in humid weather, a few drops of this Justifier reduces the ink to a good working quality. Normally, Fast-Dri Ink functions well without adding the Justifier, but it is well to always have some on hand.

F57 Justifier, $\frac{1}{2}$ Pint Cans . . .

HAND CLEANER (D) Here is a cleaner that will remove ink stains quickly and leave the skin smooth and soft. Simply rub it on the hands as a cream, then wipe it off with a towel.

F58, Single Quart Cans . . . 12 in case . . .

COMPOSITION INK ROLLERS (E) Especially made to work best with Fast-Dri Ink. Do not use these rollers for water color ink. One and one-half inch diameter by varying widths of 1, 2, 3 and 6 inches. Operators like the comfortable wood handle which remains up out of the ink. A screw eye is in the end and a hook is supplied to hang the roller when not in use.

F59 Composition Roller, 3" wide . . . X59 Xtron
F59A Composition Roller, 2" wide . . . X59A Xtron
F59B Composition Roller, 1" wide . . . X59B Xtron
F59C Composition Roller, 6" wide . . . X59C Xtron

WIPING CLOTHS Sterilized and laundered cloths for cleaning your type and rollers.

F61, 5 lb. carton . . . F62, 10 lb. carton . . .

SPOUT CAN A pint size tin can with spout. Handy for use with cleaning fluid.

F63 . . .

Line-O-Scribe



THE MORGAN SIGN MACHINE CO.

Line-O-Scribe



SIGN REQUISITIONS, ROLLERS, PARTS, WORDS

SIGN REQUISITIONS

With Copy Control

The success of promoting sales thru signs depends upon getting the right message on your signs. These sign requisition forms use rectangles, in which the copy is written, to control the number of lines and the amount of copy. Normal handwriting that approximately fills the rectangles is

the amount of copy that should be on a sign . . . each sheet explains how to write good sign copy . . . Used by both the largest and smallest stores.

No. FE51—Most practical for all signs—pad size 5½x8½, padded in 100's.

No. V51—For upright signs only—pad size 5½ x 8½, padded in 100's.

INK ROLLERS Composition rollers with metal shafts for self-inking models.

K1422 Ink Roller—14" long, 2" diameter.

M2228 Ink Roller—22" long, 2" diameter.

RT6 Rubber Tires, 2" diameter outside, for wheels on ink rollers.

MACHINE PARTS Few parts ever need replacing. Write regarding any items not listed.

M2228—Cover for holding cardboard

M2228—Cardholding Arms, left or right

NL1 —Front casting with bearings, for M and K models

NL2 —Rear casting with bearings, for M and K models

NL3 —Dial with latches, for M and K models

PLUS FEDERAL EXCISE TAX —3 lines; total width 36 pt.

No. B85.

READY SET WORDS (A)

To Match Your Type

We can make words for you by cementing letters together. These words will match your type in style and lining. Send us the list of words

you want and an imprint of the type they are to match. Specify if all lower case or caps and lower case are wanted. The price will be that of the number of letters used plus labor charge. Refer to price on sorts.

READY SET WORDS

18 POINT CAPS,
20TH CENTURY BOLD.
95 WORDS

WOOL HOUSECOATS GABARDINE COTTON

Here is actual size of the print. These words are ideal for small cards that are pinned on items . . . Saves you a lot of time and set-up.

Headings . . . As Advertised, Fall, New, Reduced To, Sale!, Sale Price, Special, Spring, Summer, Value, Winter, Possessives . . . Boys', Children's, Girls', Infants', Ladies', Men's, Misses', Teenagers', Women's, Youths'. Description . . . All, And, Checked, Colors, Denier, Each, Fashioned, Fast, Full, Gauge, Plaid, Prints, Sanforized, Shades, Sizes, Striped, Styled, Tropical, Washable, Worsted, 100%. Materials . . . Broadcloth, Cashmere, Chiffon, Corduroy, Cotton, Faille, Flannel, Gabardine, Jersey, Linen, Nylon, Orlon, Rayon, Shantung, Sharkskin, Silk, Taffeta, Wool. Items . . . Anklets, Belts, Blouses, Brassieres, Coats, Costume, Dresses, Girdles, Gloves, Gowns, Handbags, Hankies, Hats, Hose, Hosiery, Housecoats, Jackets, Overcoats, Pajamas, Panties, Petticoats, Raincoats, Robes, Scarfs, Shirts, Shoes, Shorts, Skirts, Slacks, Slippers, Slips, Suits, Sweaters Ties, Topcoats.

No. B86 Complete Set.

★ We can also make words in this size from your list. Send in the words you want. No. B86X Single Words

FRACTIONS

1/4, 1/2, 3/4, % available in all sizes.

THE MORGAN SIGN MACHINE CO.

SPACERS, BARS LAYOUT SHEETS, ETC.



LINING BARS (A)

| | |
|--------|---|
| No. 36 | $\frac{3}{4}'' \times \frac{1}{8}'' \times 10''$ |
| No. 37 | $\frac{3}{4}'' \times \frac{1}{8}'' \times 10''$ |
| No. 38 | $\frac{1}{2}'' \times \frac{1}{4}'' \times 6''$ |
| No. 39 | $\frac{1}{2}'' \times \frac{1}{2}'' \times 6''$ |
| No. 40 | $\frac{1}{2}'' \times \frac{1}{4}'' \times 10''$ |
| No. 41 | $\frac{1}{2}'' \times \frac{1}{2}'' \times 10''$ |
| No. 42 | $\frac{3}{4}'' \times \frac{1}{2}'' \times 10''$ |
| No. 43 | $\frac{3}{4}'' \times \frac{1}{4}'' \times 10''$ |
| No. 44 | $\frac{3}{4}'' \times \frac{1}{2}'' \times 13\frac{1}{2}''$ |
| No. 45 | $\frac{3}{4}'' \times \frac{1}{4}'' \times 13\frac{1}{2}''$ |
| No. 46 | $\frac{3}{4}'' \times \frac{1}{2}'' \times 6\frac{1}{2}''$ |
| No. 47 | $\frac{3}{4}'' \times \frac{1}{4}'' \times 6\frac{1}{2}''$ |
| No. 48 | $\frac{1}{2}'' \times \frac{1}{2}'' \times 19''$ |
| No. 49 | $\frac{1}{2}'' \times \frac{1}{4}'' \times 19''$ |

WOOD FURNITURE (C)

Hardwood pieces $\frac{3}{4}''$ thick. Rectangular pieces for lining type on "M" models and triangular pieces for holding type on angles.

| |
|--|
| No. D66—2" x 10" |
| No. D67—3" x 10" |
| No. D68—3" x 13 $\frac{1}{2}$ " |
| No. D69—2" x 13 $\frac{1}{2}$ " |
| No. D70—2" x 21 $\frac{1}{4}$ " |
| No. D71— $\frac{1}{4}'' \times 2\frac{3}{4}'' \times 13\frac{3}{4}''$ (Triangular; order two) |

LAYOUT SHEETS (D)

This is the patterned sheet which is in the base of your machine and which is ruled in half inch squares.

| |
|--|
| M711 Layout Sheet for machines with 7x11 inch capacity |
| M1411 Layout Sheet for machines with 14x11 inch capacity |
| M1422 Layout Sheet for machines with 14x22 inch capacity |
| M2228 Layout Sheet for machines with 22x28 inch capacity |

LOCKING WEDGES (E)

Metal slip wedges, 4" long, $\frac{1}{2}''$ at maximum width.

| |
|-----------------------------|
| NL23 — $\frac{1}{2}''$ high |
| NL24 — $\frac{3}{4}''$ high |

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe



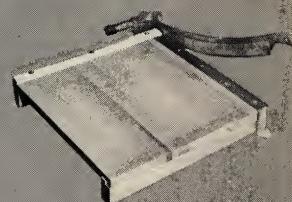
SIGN DRYING RACK

This rack holds your cards while they dry after printing. The capacity is 25 signs with two sided printing, or 50 signs with one sided printing. The over-all length is 29", width 3 $\frac{3}{4}$ ". The rack is made of heavy metal, spot welded, and finished in a black wrinkle baked enamel.

CARDBOARD AND PAPER CUTTER

This card cutter has a 15" blade and is suitable for trimming or cutting all sizes of cardboard.

No. 501.....



ADJUSTABLE OPERATORS CHAIR

A tubular steel frame with a black wrinkle finish; green upholstery, removable for cleaning; finger tip adjustment; 2-inch casters, ball bearings, hard tread; height adjustment from 17 $\frac{1}{2}$ inches to 23 inches.

No. 513X Operators Chair.....



FOR "B" MODEL LINE-O-SCRIBES MADE PRIOR TO 1941

LOCK SHEETS

Waxed Metal Base on which type is set.

| | |
|--|---------|
| B57 Metal Lock Sheet 5 $\frac{1}{2}$ x7..... | No. 391 |
| B711 Metal Lock Sheet 7x11..... | No. 392 |
| B1114 Metal Lock Sheet 11x14..... | No. 393 |
| B1422 Metal Lock Sheet 14x22..... | No. 394 |
| B2228 Metal Lock Sheet 22x28..... | No. 395 |
| Wax Ball for Metal Lock Sheet..... | No. 396 |

PLATEN COVERS

Pattern on inside of cover.

| | |
|--------------------------|----------|
| B57 Platen Cover | No. 387 |
| B711 Platen Cover | No. 388 |
| B1114 Platen Cover | No. 389 |
| B1422 Platen Cover | No. 390 |
| B2228 Platen Cover | No. 390X |

Beaufonte

TRADE MARK

® Pat. D181422

by Line-O-Scribe

An extended script type that lends itself well to fine fashion, ready-to-wear and all quality merchandise.

Combining luxury
with comfort

Imported Cashmeres

draw them up or down
to fit the occasion... 29.50

ABC

6 Line on 9 Line Caps B2419

abcdefghijklm

6 Line on 9 Line Lower Case B2420

Figures B2421

ABC

8 Line on 12 Line Caps B2422

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Reduce size of alphabets and figures

THE MORGAN SIGN MACHINE CO.

Designed with accent on styling



by Line-O-Scribe

abcde 5

8 Line on 12 Line Lower Case B2423

Figures B2424

QTS

10 Line on 15 Line Caps B2425

abcd 3

10 Line on 15 Line Lower Case B2426

Figures B2427

abcdefghijklmnopqrstuvwxyz 1234567890\$¢-'.,,!?'& The

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CASUAL

NEW

Casual Type

AVAILABLE
IN SIZES
24 pt. TO 12 Line

ABC

abc

29

8 Line Caps B1419

Lower Case B1420

Figures B1421

AG aye 3

12 Line Caps B1423

Lower Case B1424

Figures B1425

Reduced size of Complete Alphabet and Figures

ABCDEFGHIJKLMNOPQRSTUVWXYZ&TTTh .,:-!?"'"

abcdefghijklmnopqrstuvwxyzffffssstt \$1234567890¢

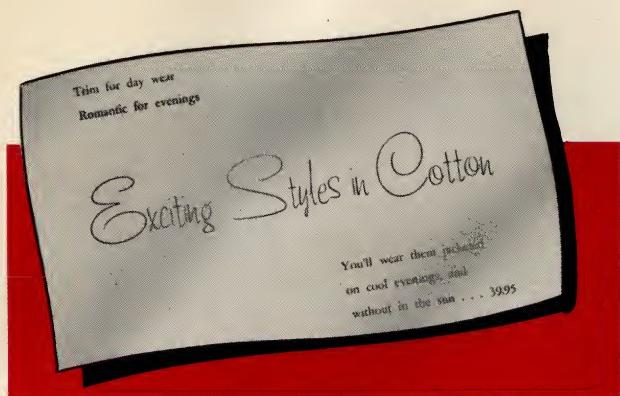
THE MORGAN SIGN MACHINE CO.



BELLAIRE

® Pat. D177690

Line-O-Scribe



In Bellaire the artist has designed a style that is light and airy. The type reads fast when used with white space, it impresses quality and newness. There are variations in the lower case e, o and r, with the type positioned on two levels so that when they occur in the same word, alternates may be used. The capital letters are large in proportion to the lower case, which is "attention getting." "Artist's accidentals" are employed to give Bellaire type its own character... Design patented.

A B C D E F G G

H J K L M N O

8 Line Caps No. B1616

a b c d e f g h i j k l m

8 Line Lower Case No. 1617

2 3 5

8 Line Figures No. B1618

Fonting Scheme...

- Caps 83 pieces
- Lower Case 103 pieces
- Figures 28 pieces

Type Draw Requirements for Bellaire

- 8 line 1 draw, 12 line 2 draws,
- 18 line 4 draws, 24 line 7 draws.
- Draw size 21½ x 13½".

Reduced size of Complete Alphabet and Figures

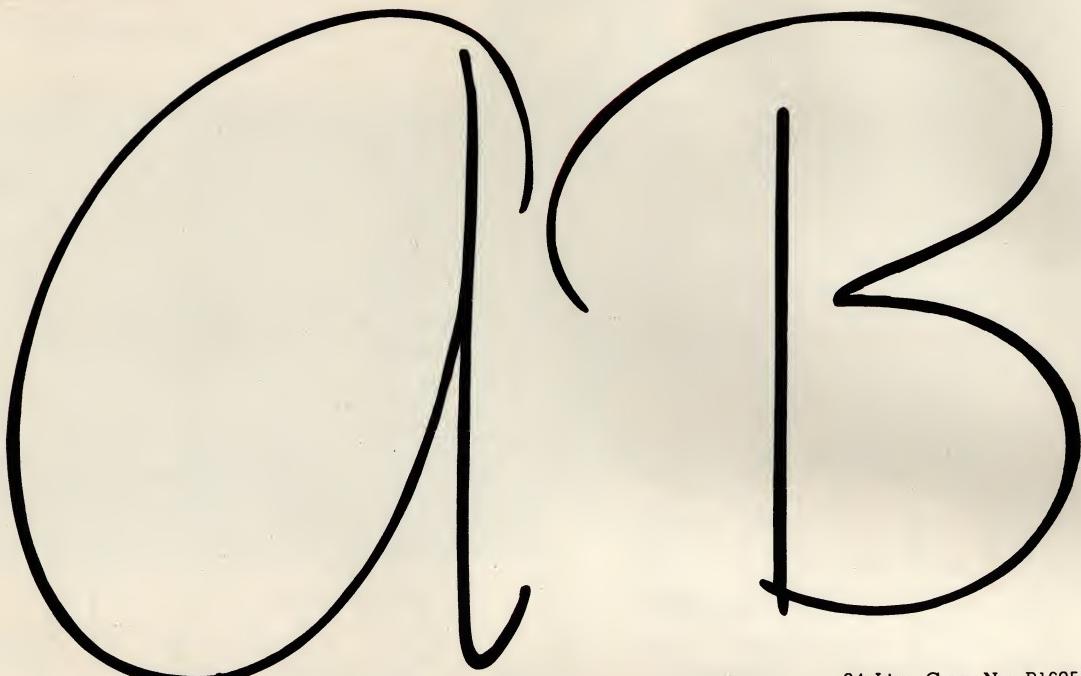
A B C D E F G G H J K L M N O Q Q R S T U V W X Y Z & ! ?

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 \$ ^

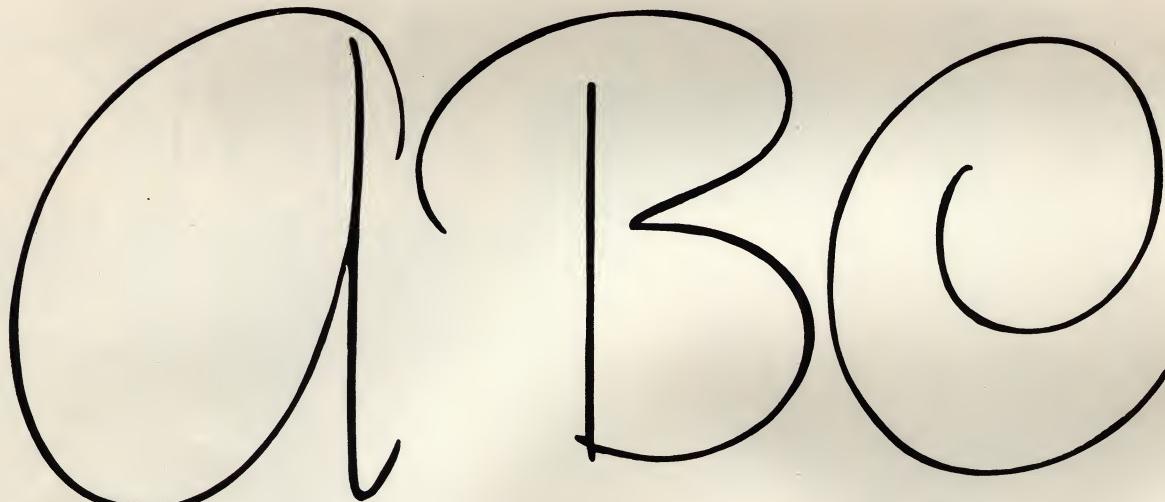
THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

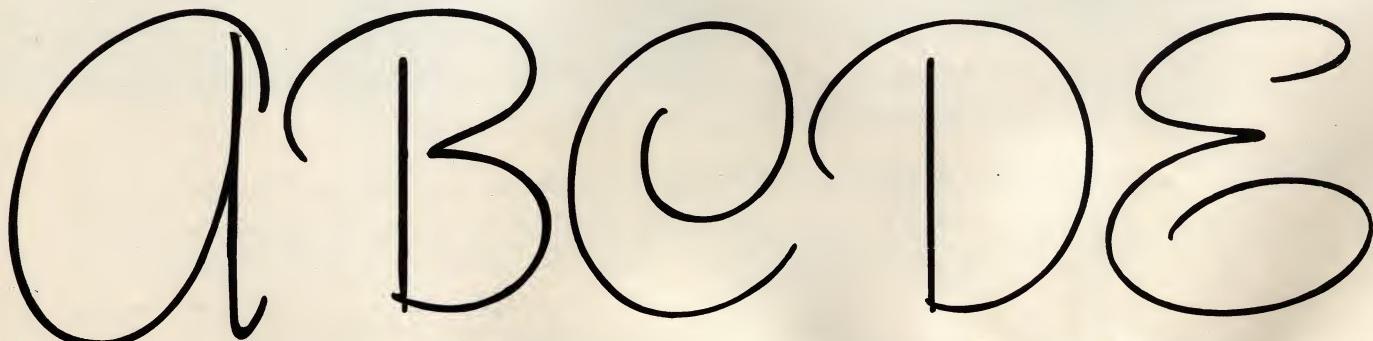
BELLAIRE



24 Line Caps No. B1625



18 Line Cap No. B1622



12 Line Caps No. B1619

BELLAIRE

Line-O-Scribe

You'll be in the
spotlight with these styles

From the old South

bare shouldered bodice
with waltz-full skirt of
antique silk and rayon

abcdef

24 Line Lower Case No. B1626

3

24 Line Figures No. B1627

abcdefghijkl

18 Line Lower Case No. B1623

5

18 Line Figures No. B1624

abcdefghijkl

12 Line Lower Case No. B1620

2

12 Line Figures No. B1621

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

BEAUX-ART

® Pat. D172758

Fine for traveling
and business wear

The Oxford Suit that Travels

a soft new wool
combining good tailoring
and wearing comfort... \$35.

A B C D E F G H

8 Line Caps No. B1516

A B C D E F G

12 Line Caps No. B1519

A B C D

18 Line Caps No. B1522

Reduced type to show complete alphabet

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z & Th " " ; - ! ?

THE MORGAN SIGN MACHINE CO.

BEAUX-ART

Beaux-Art
Trademark

Line-O-Scribe

Beaux Art brings you a high styled studio lettering for your display signing. It is designed to give you an artistic air using large capital letters with an uneven semi-joining lower case. The type is made on blocks of a uniform length for ease in lining. Design patented by The Morgan Co.

abcdefghijklmnopqrstuvwxyz 123

Figures No. B1518

8 Line Lower Case No. B1517

abcdefghijklmnopqrstuvwxyz 123

Figures No. B1521

12 Line Lower Case No. B1520

abcdefghijklmnopqrstuvwxyz 12

Figures No. B1524

18 Line Lower Case No. B1523

Reduced type to show complete alphabet

abcdefghijklmnopqrstuvwxyz 1234567890\$¢

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CORONET BOLD

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B550

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B511

1234567890

Figures B552

AHIIJKL ahijklmnopqrstuvwxyz 123456789

36 Point Caps B553

Lower Case B554

Figures B555

ALMOWH aleignrunf 56789

48 Point Caps B556

Lower Case B557

Figures B558

ABC Delightan 6789

72 Point Caps B559

Lower Case B560

Figures B561

ABKabi 789

8 Line B562 Caps

Lower Case B563

Figures B564

ABpst67

12 Line B565 Caps

Lower Case B566

Figures B567

THE MORGAN SIGN MACHINE CO.

BRUSH



Complete alphabet and figures are shown in the 24 point

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

24 Point Caps B101

a b c d e f g h i j k l m n o p q r s t u v w x y z

24 Point Lower B102

1 2 3 4 5 6 7 8 9 0

Figures B103

A B H J K L a h i j k l m n o p q r 1 2 3 4 5 6 7 8 9

36 Point Caps B104

Lower Case B105

Figures B106

A H L M O a l e i g n r u n f 5 7 8 9

48 Point Caps B107

Lower Case B108

Figures B109

A B C e l i g h t a n 7 8 9

72 Point Caps B110

Lower Case B111

Figures B112

A G a b c 7 8 9

8 Line Caps B113

Lower Case B114

Figures B115

A J a y 3

12 Line Caps B116

Lower Case B117

Figures B118

THE MORGAN SIGN MACHINE CO.

20th CENTURY MEDIUM CONDENSED

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B601

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B602

ABC KNO PRST UVW acdef himn

36 Point Caps B609

Lower Case B610

1234567890

Figures B603

34567890

Figures B611

ABCDEF GHIJK abcdef prs

48 Point Caps B612

Lower Case B613

234567

Figures B614

ABC REST acdipte

72 Point Caps B615

Lower Case B616

5678

Figures B617

ABC KNO P

6 Line Caps B618

34567

Figures B620

ABCDEF

8 Line Caps B621

4567

Figures B622

ABC R

12 Line Caps B624

567

Figures B626

THE MORGAN SIGN MACHINE CO.

20th CENTURY MEDIUM

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B901

abcdefghijklmnopqrstuvwxyz 1234567890

24 Point Lower Case B902

Figures B903

ABCMOPRST

abcdefghijklm

56789

30 Point Caps B930

30 Point Lower Case B931

Figures B932

ABCMOPRST abcdefgh 56789

36 Point Caps B904

Lower Case B905

Figures B906

ABCHIJW abcoprs 5689

48 Point Caps B907

Lower Case B908

Figures B909

ABRS abifts 569

72 Point Caps B910

Lower Case B911

Figures B912

ARBEST 569

6 Line Caps B913

Figures B915

ABKR 569

8 Line Caps B916

Figures B918

AB 59

12 Line Caps B919

Figures B921

Line-O-Scribe

20th CENTURY EXTRA BOLD

Complete alphabet and figures are shown in the 24 point

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

24 Point Caps B301

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

24 Point Lower Case B302

A H J K L a h i j k l n r s t y z 1 2 3 7 8 9

36 Point Caps B304

Lower Case B305

Figures B303

A L M O H a l e i g n r 5 6 8 9

48 Point Caps B307

Lower Case B308

Figures B309

A B C e l i g h 6 8 9

72 Point Caps B310

Lower Case B311

Figures B312

A H J K 7 8 9

6 Line Caps B313

Figures B315

A L M 8 9

8 Line Caps B316

Figures B318

A B 8 9

12 Line Caps B319

Figures B321

THE MORGAN SIGN MACHINE CO.

20th CENTURY BOLD



Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B801

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B802

ABCPRSTU abcdefgh

36 Point Caps B804

Lower Case B805

ABCRST abcstu

48 Point Caps B807

Lower Case B808

ABES abito

72 Point Caps B810

Lower Case B811

ABEST 4569

6 Line Caps B813

Figures B815

ABEG 59

8 Line Caps B816

Figures B818

AB 59

12 Line Caps B819

Figures B821

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

20th CENTURY BOLD CONDENSED

A B C D E F G 2 3 9

6 Line Caps No. B229

6 Line Figures No. B230

CONDENSED GOTHIC

A B

6 Inch Caps No. B238

THE MORGAN SIGN MACHINE CO.

CONDENSED GOTHIC

Line-O-Scribe

ABCOATS 56

8 Line Caps B231

Figures B232

ABC'S 56

12 Line Caps B233

Figures B234

ABC 5

3 Inch Caps B235

Figures B236

Larger Sizes of Wood Type made on Orders.

We shall be glad to quote prices.

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

FIGURES

259

3 Inch 20th Century Medium Figures B924

259

4 Inch Condensed Gothic Figures B237

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

FIGURES

259

3 Inch 20th Century Bold Figures B824

591

6 Inch Condensed Gothic Figures B239

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

CONDENSED GOTHIC



9 Inch Figures No. B240

Larger figures up to 18
inches in wood type made
on order. Write for prices.

THE MORGAN SIGN MACHINE CO.

BALLERINA



A large sample of the "Ballerina" font in all-caps, showing a flowing, elegant script style.

12 Line Caps B1201

A large sample of the "Ballerina" font in lowercase, showing a flowing, elegant script style.

12 Line Lower Case B1202

A large sample of the "Ballerina" font in all-caps, showing a flowing, elegant script style.



MADE ON ORDERS

3 Inch Caps B1203

3 Inch Lower Case B1204

4 Inch Caps B1205

4 Inch Lower Case B1206

THE MORGAN SIGN MACHINE CO.



GARAMOND LIGHT

Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B701

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B702

1234567890

Figures B703

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Lower Case B708

123456

Figures B709

36 Point Caps B707

ABCDEFH abclmnop

Lower Case B708

123456

48 Point Caps B710

ABCEFG abclmop

Lower Case B711

2345

Figures B712

72 Point Caps B713

ABCST abcst 456

Lower Case B714

Figures B715

ABIS 789

8 Line Caps B716

Figures B718

23568

12 Line Figures B719

THE MORGAN SIGN MACHINE CO.

GARAMOND BOLD



Complete alphabet and figures are shown in the 24 point

ABCDEFGHIJKLMNOPQRSTUVWXYZ

24 Point Caps B401

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B402

1234567890

Figures B403

ABCMOPRST

36 Point Caps B405

abcdefghijklm

Lower Case B406

56789

Figures B407

ABCHIJW

abcoprs

5689

48 Point Caps B408

Lower Case B409

Figures B410

ABRS

72 Point Caps B411

abifts

Lower Case B412

569

Figures B413

BRS 569

8 Line Caps B414

Figures B416

569

12 Line Figures B419

THE MORGAN SIGN MACHINE CO.



SANS SERIF LIGHT

Complete alphabet and figure's are shown in the 24 point

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

24 Point Caps B1001

a b c d e f g h i j k l m n o p q r s t u v w x y z

24 Point Lower Case B1002

1 2 3 4 5 6 7 8 9 0

Figures B1003

A C D E F G H I J

36 Point Caps B1005

a b c d e f m n o

Lower Case B1004

2 3 4 5 6 7

Figures B1026

A B D E K

72 Point Caps B1011

Lower Case B1010

a c d e f g

Figures B1029

3 4 6

A B C

8 Line Caps B1013

2 3 9

Figures B1030

2 3 4 6

12 Line Figures B1014

T H E M O R G A N S I G N M A C H I N E C O .

SANS SERIF BOLD

Line-O-Scribe

Complete alphabet and figures are shown in the 24 point

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

24 Point Caps B1150

a b c d e f g h i j k l m n o p q r s t u v w x y z

24 Point Lower Case B1151

1 2 3 4 5 6 7 8 9 0

Figures B1152

A B C D E F G H

36 Point Caps B1155

a b c d e f g h

Lower Case B1154

2 3 4 5 6 7

Figures B1176

A B C H I J K

48 Point Caps B1156

a b c h i j k m

Lower Case B1157

4 5 6 7 8

Figures B1158

A B C D

72 Point Caps B1161

a b c r s t

Lower Case B1160

7 8 9

Figures B1179

A D H

8 Line Caps B1163

4 5 0

Figures B1180

3 4 5

12 Line Figures B1181

9

3 Inch Figures B1133

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

ADDITIONAL TYPE STYLES

Styles on this page can be supplied on order. Shipments approximately 3 weeks. Sizes

available as listed. Standard sizes are 24 pt., 36 pt., 48 pt., 72 pt., 8 line, 12 line, 3 inch.

Serious Case
Food Show

Caslon Italic—B1700
24 Point to 72 Point.

Modern Art Sells
Time Clock

20th Century Medium Italic
B1800—24 Point to 72 Point.

Modern Gothic—B2000
24 Point to 72 Point.

AKRON AUTO SHOW

Bodoni Bold—B1900
24 Point to 3 Inch.

Busy Plant

Spire—B2100 Caps and Figures
Only—24 Point to 72 Point.

For Heads

Stymie Light—B2200
24 Point to 72 Point.

Stymie Medium—B2300
24 Point to 3 Inch.

3 Point Rule B81

6 Point Rule B82

9 Point Rule B83

12 Point Rule B84

THE MORGAN SIGN MACHINE CO.

Trim for day wear
Romantic for evenings

A New Exciting Beauty

You'll wear them jacketed
on cool evenings, and
without in the sun . . . 39.95

Fashionaire

TRADE-MARK

Brings new cleanliness in lettering with today's characteristics. It has the look of freshness and newness for fashion promotions . . . Available in a range of sizes from one to four inches.

A B C D

3 inch Caps (18 line) No. B2622

a b c d 8 9

3 inch Lower Case (18 line) No. B2623

Reduced size of alphabets and figures

Figures No. B2624

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ! & Th ?

a b c d e f g h i j k l m n o p q r s t u v w x y z - 1 2 3 4 5 6 7 8 9 0 th t t \$. " " , ; ,

Fashionaire

TRADEMARK

A B C D E F G H

8 line Caps (1 1/4 inch) No B2616

a b c d e f g h i j k l m 2 3

8 line Lower Case No. B2617

Figures No. B2618

A B C D E F G

12 line Caps (2 inch) No. B2619

a b c d e f g h i 4 5

12 line Lower Case No. 2620

Figures No. B2621

THE MORGAN SIGN MACHINE CO.

BERNHARD MODERN ROMAN



This Type Face is Bernhard Modern Roman

24 point

Caps. No. B2801

Lower Case No. B2802

Figures No. B2803

This Type Face is
Bernhard Modern Roman

36 point

Caps. No. B2804

Lower Case No. B2805

Figures No. B2806

This Type Face is
Bernhard Modern Roman

48 point

Caps. No. B2807

Lower Case No. B2808

Figures No. B2809

This Type Face is

Bernhard Modern

Roman 72 point

Caps. No. B2810

Figures No. B2812

Lower Case No. B2811

THE MORGAN SIGN MACHINE CO.

Bon-Air

TRADEMARK PAT. D185646

Pure Silk Linen

After - Five Companions

with imported Cashmere
matching embroidered Cardigan

\$98.

A B C D E F G

8 line Caps (1 1/4 inch) No. B2516

a b c d e f g h i j k l m 2 3

8 line Lower Case No. B2517

Figures No. B2518

A B C D E

12 line Caps (2 inch) No. B2519

a b c d e f g h i 4 5

12 line Lower Case No. B2520

Figures No. B2521

Reduced size of Complete Alphabet and Figures

A B C D E F G H I J K L M N O P Q R S T U V . V X Y ! ? &

a b c d e f g h i j k l m n o p q r s t u v w x y z ! ? " " " - Th

BELLAIRE BOLD

Line-O-Scribe

A B C

18 Line Caps. No. B1610.

a b c b e f g h j k l m

18 Line Lower Case No. B1611

2 3 4 5

5 0 2 6

18 Line Figs. No. B1612

THE MORGAN SIGN MACHINE CO.

Fashion-Art
PAT. D192058

Here is a style of studio lettering
that makes readers realize that you
follow thru with a newness in keep-
ing with your select merchandise.

Elegance

24 Line caps (4 inch) No. B2726

24 Line lower case No. B2727

24 Line figures No. B2728

Elegance in fashions

12 Line caps
(2 inch) No. B2720

12 Line lower case No. B2721

12 Line figures No. B2722

A B C D E F G H I J K L M N O P Q R S T U V W Y Z | 2 3 4 5 6 7 8 9 0 |

a b c d e g j k l m n o p r s t u v w y z - a e i o s h t t l t h o ? \$ + E |

Elegance

30 Line caps
(5 inch) No. B2729

30 Line lower case
(5 inch) No. B2730

30 Line figures No. B2731

Elegance in fashion

18 Line caps
(3 inch) No. B2723

18 Line lower case No. B2724

18 Line figures No. B2725

Elegance in fashion

romantic embroidered silks
with bare shouldered bodice



20th CENTURY BOLD CONDENSED

Complete alphabet and figures are shown in the 24 point

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

a b c d e f g h i j k l m n o p q r s u v w x y z

Figs. No. B203

24 pt. Caps. No. B201

Lower Case No. B202

A B C O R S W Y

2 3 4 5 6 7 8

30 pt. Caps. No. B204

Lower Case No. B205

Figs. No. B206

A B C D E F G H I J K L

a b c d e f g

3 4 5 6 7

36 pt. Caps. No. B207

Lower Case No. B208

Figs. No. B209

A B C R E S

a b c r e

3 4 5 6

48 pt. Caps. No. B210

Lower Case No. B211

Figs. No. B212

A B C R E

a b c r

4 5 6

60 pt. Caps. No. B213

Lower Case No. B214

Figs. No. B215

A B C R

a b c

2 3 4

72 pt. Caps. No. B216

Lower Case No. B217

Figs. No. B218

THE MORGAN SIGN MACHINE CO.

MURRAY HILL BOLD

Complete alphabet and figure's are shown in the 24 point

Line-O-Scribe

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

24 Point Caps B2901

a b c d e f g h i j k l m n o p q r s t u v w x y z

24 Point Lower Case B2902

1 2 3 4 5 6 7 8 9 0

Figures B2903

A B C D E F G H

36 Point Caps B2904

a b c d e f g h

Lower Case B2905

2 3 4 5 6 7

Figures B2906

A B C D E G

48 Point Caps B2907

a b c d e f

Lower Case B2908

2 3 4 5 6

Figures B2909

A B C a b c d e f g

Lower Case B2911

4 5 0

Figures B2912

A G

8 Line Caps B2916

a b c

Lower Case B2917

4 5 6

Figures B2918

A C a l 5 6

12 Line Caps B2919

Lower Case B2920

Figures B2921

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe

BODONI BOLD

Complete alphabet and figures are shown in the 24 point

ABCDEFHIJKLMNOPQRSTUVWXYZ
24 Point Caps B1901

abcdefghijklmnopqrstuvwxyz

24 Point Lower Case B1902

1234567890

Figures B1903

ABCMOPRST

36 Point Caps B1904

abclmnop

Lower Case B1905

123456

Figures B1906

ABCEFG

48 Point Caps B1907

abclmop

Lower Case B1908

2345

Figures B1909

X ABCST

72 Point Caps B1910

abcst

Lower Case B1911

456

Figures B1912

ABCS123

8 Line Caps B1916

Figures B1918

AB 29

12 Line Caps B1919

Figures B1921

The MORGAN SIGN MACHINE Co.

4510 NORTH RAVENSWOOD AVENUE

• CHICAGO, ILLINOIS 60640 • TELEPHONE LONGBEACH 1-5926

CHICAGO, ILLINOIS 60640

- TELEPHONE LONGBEACH 1-5926

SOLD TO

SHIP TO

PRINTED
IN
U.S.A.

ORDERS SUBJECT TO ACCEPTANCE BY CHICAGO OFFICE

ALL MDSE. F. O. B. CHICAGO

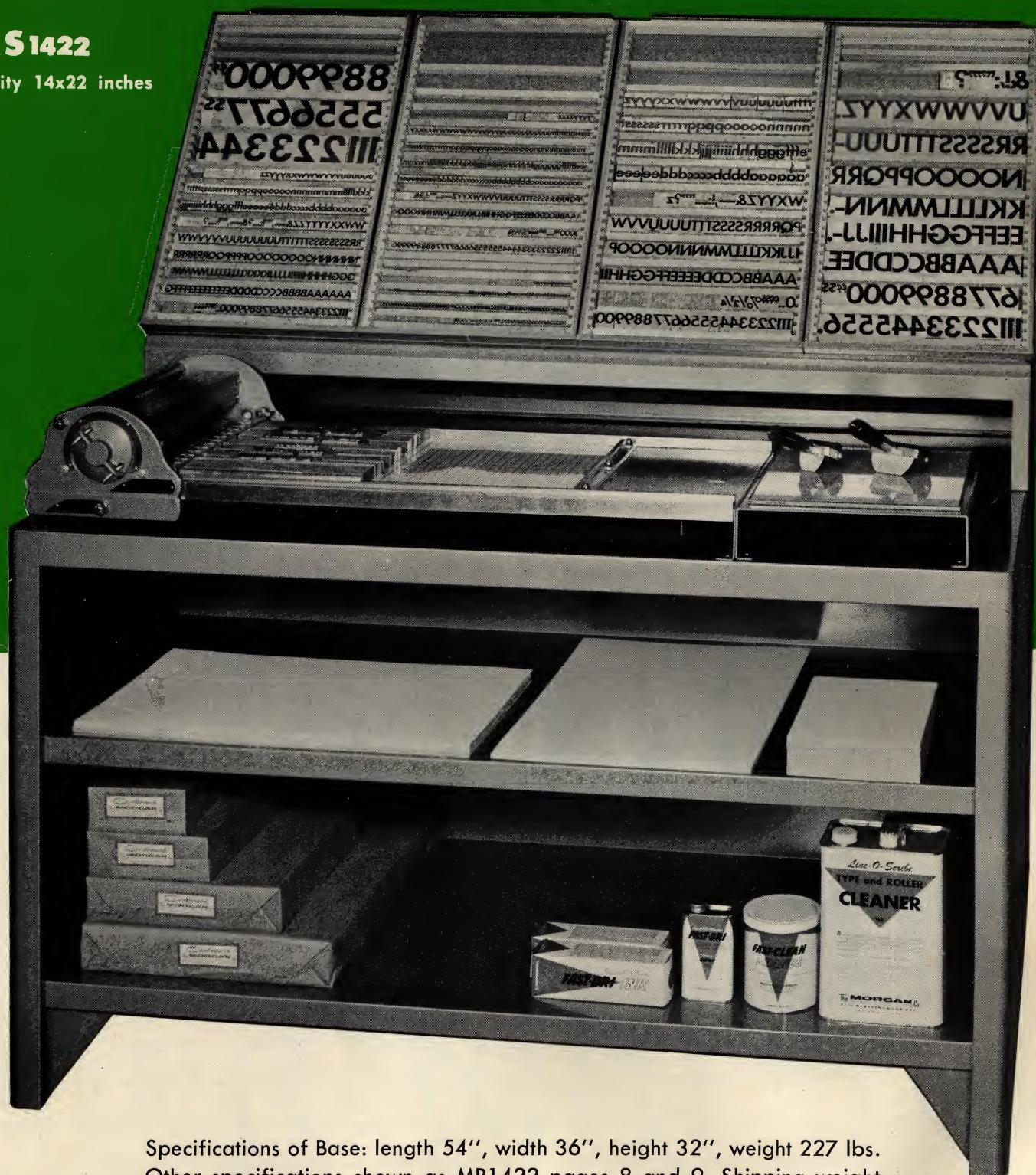
PURCHASER

Line-O-Scribe SIGN MACHINE

MODEL

MRS1422

Capacity 14x22 inches



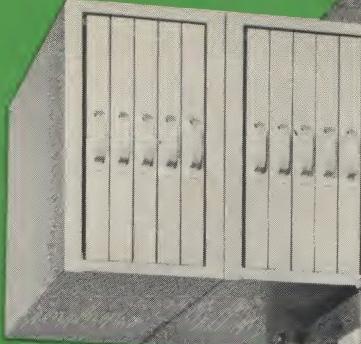
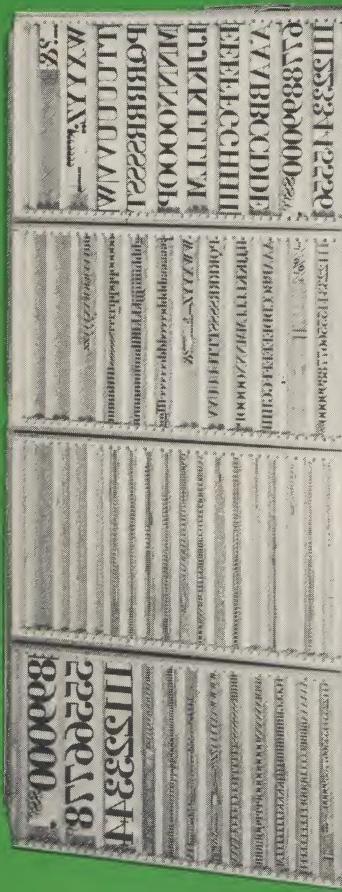
Specifications of Base: length 54", width 36", height 32", weight 227 lbs.
Other specifications shown as MR1422 pages 8 and 9. Shipping weight
523 lbs. complete.

THE MORGAN SIGN MACHINE CO.

Line-O-Scribe SELF-INKING SIGN MACHINE

**PRINTS ALL SIGNS
up to 14x44 inches**

**MODEL
KRS1444**



| | LENGTH | WIDTH | HEIGHT | WEIGHT |
|-----------------------------|---------|---------|---------|----------|
| K1444 Line-O-Scribe MACHINE | 73" | 18" | 7" | 310 lbs. |
| TYPE RACK 4 DRAWS | 54" | 17" | 27 1/2" | 70 lbs. |
| ALL STEEL BASE UNIT | 54" | 36" | 32" | 228 lbs. |
| ALL STEEL BASE UNIT | 40" | 31 1/2" | 32" | 180 lbs. |
| 3 TYPE CABINET 4 DRAWS | 22 3/4" | 15 1/2" | 9" | 210 lbs. |

FINISH — BAKED GREEN CORTEX and SATIN CHROME
TYPE — select from catalog and add
K1444 specifications on page 5

for SIGNS • VISUAL AIDS • IMPRINTING • PROOFING

SELF-INKING *Line-O-Scribe* MACHINES

- for signs, one of a kind, one-sided or two-sided
- economically produces quantities, several or 100 or more
- imprints masters for offset duplicating
- makes proofs of any cuts or display type
- works on paper or cardboards of any thickness
- uses standard type in any sizes

MODEL KRS1422

Capacity 14x22 inches



Specifications of Base: length 54", width 36", height 32", weight 227 lbs.
Other specifications shown as KR1422 pages 14 and 15. Shipping weight
675 lbs. complete.

The MORGAN SIGN MACHINE Co.

4510 NORTH RAVENSWOOD AVENUE • CHICAGO, ILLINOIS 60640 • TELEPHONE 312-561-5926

4510 NORTH RAVENSWOOD AVENUE • CHICAGO, ILLINOIS 60640 • TELEPHONE 312-561-5926

Cust. Order No. _____ Date _____ 19____

Date _____ 19____

Sold to: _____

Address _____

Ship to: _____

Address _____

Model Number of Machine

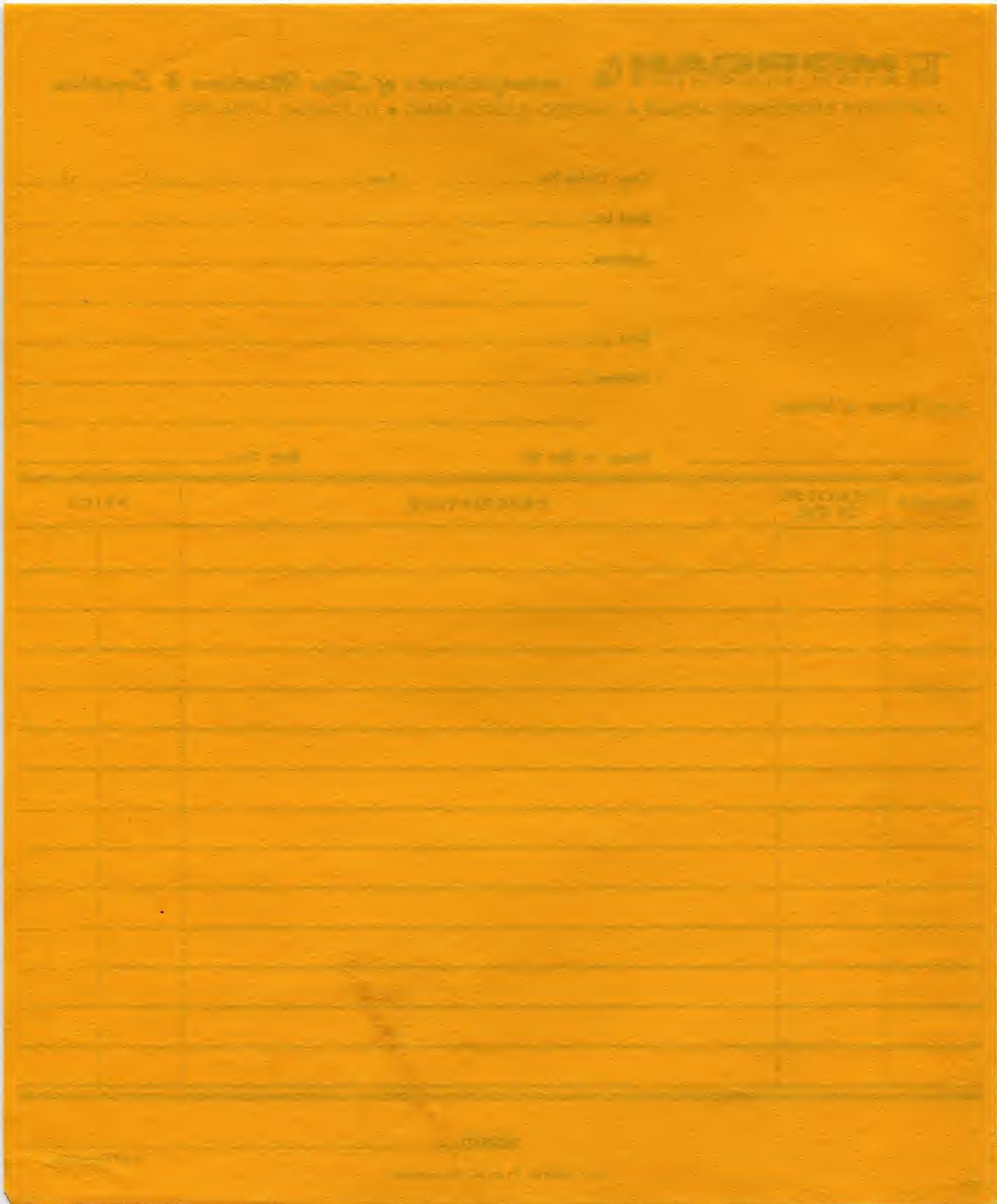
TERMS: — Net 30

Ship Via

SIGNED _____

PURCHASER

ALL MDSE. F.O.B. CHICAGO



PRICE LIST • CATALOG M656

Line-O-Scribe

SIGN MACHINES and SUPPLIES

TERMS...MACHINES - F. O. B. FACTORY CHICAGO — net 30 days.

MACHINES may be purchased one-third down or on receipt of shipment, with balance payable monthly in three equal payments without carrying charges.

Prices based on machines being equipped with your choice of the following type: 20th Century Medium, 20th Century Bold, 20th Century Medium Condensed, 20th Century Extra Bold, 20th Century Bold Condensed, Bodoni Bold, Condensed Gothic, Garamond Light, Garamond Bold, Sans Serif Light, Sans Serif Bold, Coronet Bold up to 72 point, or any assortment in quantities listed in machine specifications. Other types can be selected with price adjusted accordingly.

SUPPLIES - F. O. B. FACTORY CHICAGO — net 30 days.

Prices subject to change without notification.

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| Page 1 | Pages 16 & 17 | V-Neer Cardboard | 3½x5½ per 100 | 1.90 |
| MATCHING TYPE | M2228 2995.00 | No. 21, 23, 25, 27 | 2¾x3½ per 100 | 1.25 |
| 24 Point Sorts | .17 ea. | 28x44 per 100 | 91.50 | |
| 30 & 36 Point Sorts | .20 ea. | 22x28 per 100 | 47.90 | |
| 48 Point Sorts | .30 ea. | 14x22 per 100 | 24.70 | |
| 60 Point Sorts | .36 ea. | 11x14 per 100 | 12.65 | |
| 72 Point Sorts | .50 ea. | 7x11 per 100 | 6.65 | |
| 6 Line Sorts | 1.30 ea. | 5½x7 per 100 | 3.55 | |
| 8 Line Sorts | 1.45 ea. | 3½x5½ per 100 | 2.10 | |
| 12 Line Sorts | 1.70 ea. | 2¾x3½ per 100 | 1.35 | |
| 3 Inch Sorts | 2.75 ea. | 14-ply Colors | | |
| 4 Inch Sorts | 4.00 ea. | No. 620-621 | | |
| 6 Inch Sorts | 4.40 ea. | 28x44 per 100 | 98.25 | |
| 9 Inch Sorts | 8.25 ea. | 22x28 per 100 | 51.30 | |
| For Beaufonte, Ballerina, Beaux Art, Fashion-Art, Bellaire, Bon-Air, Fashionaire, Brush, Bellaire Bold, Murray Hill Bold, Bernhard Modern Roman, and type faces on Page 68, Casual and Coronet Bold, see page number on which type is listed. | | 14x22 per 100 | 25.95 | |
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| M711 325.00 | 22x28 10% | 3½x5½ per 100 | 2.15 | |
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| | 3½x5½ per 100 | 11x14 per 100 | 11.15 | |
| | 2¾x3½ per 100 | 7x11 per 100 | 5.90 | |
| | 22x28 per 100 | 5½x7 per 100 | 3.15 | |

S29B and S29C

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| 100 | 66.40 |
| 50 | 34.60 |
| 1 dz. | 8.70 |
| each | 1.15 |

Page 29

Sign Holders

Flat Bases

per dz.

| | |
|---------------|-------|
| V 3½x5½ | 16.20 |
| V 5½x7 | 18.40 |
| V 7x11 | 24.15 |
| V 11x14 | 30.25 |
| H 3½x5½ | 16.20 |
| H 5½x7 | 18.40 |
| H 7x11 | 24.15 |
| H 11x14 | 30.25 |

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Adjustable Stems

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| HA 3½x5½ | 84.60 |
| HA 5½x7 | 84.60 |
| HA 7x11 | 99.40 |
| HA 11x14 | 104.10 |
| VA 3½x5½ | 84.60 |
| VA 5½x7 | 84.60 |
| VA 7x11 | 99.40 |
| VA 11x14 | 104.10 |

Stationary Stems

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|----------------|-------|
| HS 3½x5½ | 58.70 |
| HS 5½x7 | 63.40 |
| HS 7x11 | 69.50 |
| HS 11x14 | 81.40 |
| VS 3½x5½ | 58.70 |
| VS 5½x7 | 63.40 |
| VS 7x11 | 69.50 |
| VS 11x14 | 81.40 |

Page 30

| | |
|-------------|------|
| BR532 | 5.25 |
| BR533 | 5.25 |
| BR534 | 5.25 |
| B94X | 3.85 |
| BR524 | 4.65 |
| BR525 | 4.65 |
| BR526 | 4.65 |

Page 31

| | |
|-------------|------|
| BR545 | 5.25 |
| BR546 | 5.25 |
| BR547 | 5.25 |
| BR548 | 5.25 |
| BR549 | 5.25 |
| BR550 | 5.25 |

Page 32

| | |
|-------------|------|
| BR535 | 5.25 |
| BR536 | 5.25 |
| BR537 | 5.25 |
| BR538 | 5.25 |
| BR539 | 5.25 |
| BR531 | 4.65 |

Page 33

| | |
|-------------|------|
| BR540 | 5.25 |
| BR541 | 5.25 |
| BR542 | 5.25 |
| BR543 | 5.25 |
| BR544 | 5.25 |
| BR530 | 4.65 |

Pages 34 & 35

| | |
|--------------------------------|-------|
| B88-99 | 44.50 |
| In Metal Tray | 51.50 |
| B91, B89, B88, B90 .. ea. | 3.85 |
| B99, B95, B94, B93, B96 .. ea. | 5.25 |

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| | |
|-----------------|-------|
| BR559 | 6.95 |
| BR562 | 10.80 |
| BR555 .. 4½" .. | 4.65 |
| BR555 .. 6½" .. | 6.65 |
| BR555 .. 9" .. | 8.95 |

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| | |
|-------------|-------|
| BR560 | 10.80 |
| BR561 | 10.80 |

Page 38

| | |
|-------------|------|
| BR552 | 3.85 |
| BR551 | 3.85 |
| BR556 | 3.85 |
| BR557 | 6.95 |
| BR558 | 6.95 |
| BR553 | 3.85 |
| BR554 | 3.85 |

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| | |
|----------------|---------------------------|
| D50 | 79.50 |
| D50X | 115.00 |
| No. 516 | 15.75 |
| No. D51 | 75.50 |
| No. D51X | 83.95 |
| No. F53 | 2.25 pad 10 pads 20.25 |
| No. D52 | 205.50 |
| No. D53 | 9.50 |
| No. D54 | 9.50 |
| No. M711 | 8.50 |
| No. D55 | .25 |

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| | |
|---|-------|
| W.C. Ink | |
| 1/4 lb. tubes WC1 .. | 1.95 |
| 1/2 lb. cans WC2 .. | Disc. |
| 1 lb. cans WC3 .. | 3.95 |
| Quantity discount 1# cans 20—1# cans or more—10% | |

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| | |
|-----------|------|
| F55 | 1.95 |
| F56 | 4.25 |
| F65 | 3.45 |

Easels

| | |
|-----------------------|------|
| No. S21 per 100 | 3.10 |
| No. S22 per 100 | 4.75 |
| No. S23 per 100 | 9.40 |

**Bordered Window Banners
(Specify Blue or Red Borders)**

| | |
|-----------------------|-------|
| No. 822 per 100 | 6.00 |
| No. 822 per 1000 .. | 54.00 |
| No. 1117 per 100 .. | Disc. |
| No. 1117 per 1000 .. | Disc. |
| No. 1122 per 100 .. | 7.00 |
| No. 1122 per 1000 .. | 63.00 |
| No. 1422 per 100 .. | 7.25 |
| No. 1422 per 1000 .. | 65.25 |
| No. B10 per 100 .. | Disc. |
| No. B10 per 1000 .. | Disc. |
| No. B141 per 100 .. | 8.50 |
| No. B141 per 1000 .. | 76.50 |
| No. S1111 per 100 .. | 6.40 |
| No. S1111 per 1000 .. | 57.60 |
| No. S1414 per 100 .. | 7.25 |
| No. S1414 per 1000 .. | 65.25 |

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| | |
|---------------------------|-----------|
| No. FE51 — V51 .. | |
| 100 in pad .. | .95 ea. |
| 10 pads | 6.75 |
| 100 pads | 62.50 |
| K1422 Ink Rlr. Drbl. .. | 48.50 |
| M2228 Ink Rlr. Drbl. .. | 61.00 |
| K1422 Xtron Ink Roller .. | 65.50 |
| M2228 Xtron Ink Roller .. | 76.50 |
| RT6 Rubber Tire .. | 1.40 |
| M2228 Cover .. | 110.00 |
| M2228 Card Arm .. | 17.00 |
| NL1 .. | 43.75 |
| NL2 .. | 39.00 |
| NL3 .. | 15.25 |
| B85 .. | .85 |
| B86 .. | 30.00 |
| In Covered Tray .. | 36.25 |
| B86X .. | .85 |
| Fraction and Per Cent | |
| 24 Point | .25 ea. |
| 36 Point | .32 ea. |
| 48 Point | .45 ea. |
| 72 Point | .73 ea. |
| 6 Line | 2.30 ea. |
| 8 Line | 2.65 ea. |
| 12 Line | 3.00 ea. |
| 3 Inch | 8.00 ea. |
| 4 Inch | 8.10 ea. |
| 6 Inch | 10.95 ea. |

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| | | | |
|-----------------------------|-----|-----------|------|
| No. 36 .. | .45 | No. 43 .. | .77 |
| No. 37 .. | .66 | No. 44 .. | 1.30 |
| No. 38 .. | .50 | No. 45 .. | 1.05 |
| No. 39 .. | .60 | No. 46 .. | .75 |
| No. 40 .. | .60 | No. 47 .. | .55 |
| No. 41 .. | .75 | No. 48 .. | 1.40 |
| No. 42 .. | .88 | No. 49 .. | 1.15 |
| No. 50—3/4" x 1/2" x 21" .. | | | 1.85 |

Metal Type Spacers

| | |
|-----------------|----------|
| All sizes | 2.00 lb. |
|-----------------|----------|

| | | | |
|-----------|------|-----------|-----|
| D66 | .55 | D71 | .60 |
| D67 | .60 | D72 | .95 |
| D68 | 1.30 | D76 | .50 |
| D69 | 1.10 | D77 | .60 |
| D70 | 1.20 | D78 | .45 |

XTRON ROLLERS

| | |
|---|-------------|
| Wire Handle | Wood Handle |
| X59 3" .. | 7.70 |
| X59A 2" .. | 7.15 |
| X59B 1" .. | 7.15 |
| X59C 6" .. | 10.75 |
| Quantity discount 1# cans 20—1# cans or more—10% | |
| No. 391—B57 | 1.10 |
| No. 392—B711 | 1.90 |
| No. 393—B1114 | 2.10 |
| No. 394—B1422 | 2.70 |
| No. 395—B2228 | 5.25 |
| No. 396—Wax | .65 |

| | |
|---|-------|
| Scroll Sheets | |
| No. S51, S52, S53, S54, S55, S56 Pink, S57 Buff, S58 Tan .. | |
| 20x26 per 100 | 21.25 |
| 13x20 per 100 | 10.70 |

| Platen Covers "B" Model | | Pages 50 & 51 | Page 54 | Page 57 | |
|---|--------|---------------|---------|---------------|--------|
| No. 387—B57 | .60 | B1516 | 130.30 | B801 | 7.30 |
| No. 388—B711 | .75 | B1517 | 163.00 | B802 | 8.95 |
| No. 389—B1114 | .95 | B1518 | 43.60 | B803 | 3.30 |
| No. 390—B1422 | 1.25 | B1519 | 189.60 | B804 | 9.00 |
| No. 390X—B2228 | 2.50 | B1520 | 237.05 | B805 | 10.90 |
| Pages 44 & 45 | | B1521 | 63.25 | B806 | 4.10 |
| B2419 | 204.60 | B1522 | 264.45 | B807 | 11.75 |
| B2420 | 240.70 | B1523 | 330.65 | B808 | 14.40 |
| B2421 | 67.50 | B1524 | 88.35 | B809 | 5.15 |
| B2422 | 265.10 | MATCHING TYPE | | B810 | 22.95 |
| B2423 | 311.85 | 8 Line | 2.15 | B811 | 28.95 |
| B2424 | 87.60 | 12 Line | 3.05 | B812 | 8.55 |
| B2425 | 315.90 | 18 Line | 4.10 | B813 | 51.85 |
| B2426 | 371.50 | Page 52 | | B815 | 20.00 |
| B2427 | 104.25 | B550 | 8.10 | B816 | 55.65 |
| MATCHING TYPE | | B551 | 9.35 | B818 | 21.35 |
| 6 Line | 2.95 | B552 | 3.25 | B819 | 68.05 |
| 8 Line | 3.70 | B553 | 9.35 | B821 | 23.85 |
| 10 Line | 4.00 | B554 | 11.50 | Page 58 | |
| Page 46 | | B555 | 4.10 | B229 | 51.85 |
| 24 Pt. Caps 15A | 19.05 | B556 | 12.95 | B230 | 20.00 |
| Lower 32a | 22.15 | B557 | 15.80 | B238 | 180.60 |
| Figs. 11-1 | 8.85 | B558 | 5.70 | Page 59 | |
| 36 Pt. Caps 6A | 25.05 | B559 | 25.25 | B231 | 55.65 |
| Lower 13a | 28.45 | B560 | 31.85 | B232 | 21.35 |
| Figs. 5-1 | 11.35 | B561 | 9.45 | B233 | 68.05 |
| 48 Pt. Caps 5A | 30.85 | B562 | 99.40 | B234 | 23.85 |
| Lower 9a | 40.90 | B563 | 123.10 | B235 | 103.50 |
| Figs. 4-1 | 13.60 | B564 | 34.40 | B236 | 32.65 |
| 72 Pt. Caps 4A | 54.15 | B565 | 129.40 | Page 60 | |
| Lower 5a | 50.10 | B566 | 158.40 | B901 | 7.30 |
| Figs. 4-1 | 26.40 | B567 | 42.90 | B902 | 8.95 |
| B1419 | 99.40 | MATCHING TYPE | | B903 | 3.30 |
| B1420 | 123.10 | 24 Point | .19 | B930 | 8.50 |
| B1421 | 34.40 | 36 Point | .23 | B931 | 10.25 |
| B1423 | 129.40 | 48 Point | .35 | B932 | 4.00 |
| B1424 | 158.40 | 72 Point | .66 | B904 | 9.00 |
| B1425 | 42.90 | 8 Line | 1.80 | B905 | 10.90 |
| MATCHING TYPE | | 12 Line | 2.10 | B906 | 4.10 |
| 24 Pt. thru 72 Pt.—Write for Special Prices | | B907 | 11.75 | B907 | 14.40 |
| 8 Line | 1.80 | B908 | 5.15 | B909 | 22.95 |
| 12 Line | 2.10 | B910 | 28.95 | B911 | 8.55 |
| Page 47 | | B912 | 51.85 | B913 | 20.00 |
| B1616 | 131.70 | B915 | 55.65 | B916 | 21.35 |
| B1617 | 164.50 | B918 | 68.05 | B918 | 68.05 |
| B1618 | 43.90 | B919 | 23.85 | B919 | 23.85 |
| Pages 48 & 49 | | B921 | | Page 62 | |
| B1625 | 306.85 | Page 53 | | B240 | 83.80 |
| B1626 | 369.05 | B101 6A | 19.05 | B240 | |
| B1627 | 107.70 | B102 15a | 22.15 | Page 63 | |
| B1622 | 262.00 | B103 5-1 | 8.85 | B1201 | 136.70 |
| B1623 | 327.50 | B104 4A | 25.05 | B1202 | 168.60 |
| B1624 | 87.55 | B105 10a | 28.45 | B1203 | 202.95 |
| B1619 | 188.60 | B106 4-1 | 11.35 | B1204 | 250.55 |
| B1620 | 235.65 | B107 3A | 30.85 | B1205 | 294.65 |
| B1621 | 63.00 | B108 8a | 40.90 | B1206 | 357.85 |
| MATCHING TYPE | | B109 3-1 | 13.60 | MATCHING TYPE | |
| 8 Line | 2.15 | B110 3A | 54.15 | 12 Line | 2.45 |
| 12 Line | 3.05 | B111 5a | 50.10 | 18 Line | 3.40 |
| 18 Line | 4.10 | B112 3-1 | 26.40 | 24 Line | 4.75 |
| 24 Line | 4.60 | B113 | 99.40 | Page 64 | |
| | | B114 | 123.10 | B301 | 7.30 |
| | | B115 | 34.40 | B302 | 8.95 |
| | | B116 | 129.40 | B303 | 3.30 |
| | | B117 | 158.40 | B304 | 9.00 |
| | | B118 | 42.90 | B305 | 10.90 |
| MATCHING TYPE | | B118 | | B306 | 4.10 |
| 24 Pt. thru 72 Pt.—Write for Special Prices | | B118 | | B307 | 11.75 |
| 8 Line | 1.80 | B118 | | B308 | 14.40 |
| 12 Line | 2.10 | B118 | | B309 | 5.15 |
| | | B118 | | B310 | 22.95 |
| | | B118 | | B311 | 28.95 |
| | | B118 | | B312 | 8.55 |
| | | B118 | | B313 | 51.85 |
| | | B118 | | B314 | 20.00 |
| | | B118 | | B315 | 55.65 |
| | | B118 | | B316 | 21.35 |
| | | B118 | | B317 | 68.05 |
| | | B118 | | B318 | 23.85 |
| | | B118 | | B319 | 7.30 |
| | | B118 | | B320 | 8.95 |
| | | B118 | | B321 | 3.30 |
| | | B118 | | B322 | 9.00 |
| | | B118 | | B323 | 10.90 |
| | | B118 | | B324 | 4.10 |

| | |
|------|-------|
| B710 | 11.75 |
| B711 | 14.40 |
| B712 | 5.15 |
| B713 | 22.95 |
| B714 | 28.95 |
| B715 | 8.55 |
| B716 | 55.65 |
| B718 | 21.35 |
| B719 | 23.85 |

Page 65

| | |
|------|-------|
| B401 | 7.30 |
| B402 | 8.95 |
| B403 | 3.30 |
| B405 | 9.00 |
| B406 | 10.90 |
| B407 | 4.10 |
| B408 | 11.75 |
| B409 | 14.40 |
| B410 | 5.15 |
| B411 | 22.95 |
| B412 | 28.95 |
| B413 | 8.55 |
| B414 | 55.65 |
| B416 | 21.35 |
| B419 | 23.85 |

Page 66

| | |
|-------|-------|
| B1001 | 7.30 |
| B1002 | 8.95 |
| B1003 | 3.30 |
| B1005 | 9.00 |
| B1004 | 10.90 |
| B1026 | 4.10 |
| B1011 | 22.95 |
| B1010 | 28.95 |
| B1029 | 8.55 |
| B1013 | 55.65 |
| B1030 | 21.35 |
| B1014 | 23.85 |

Page 67

| | |
|-------|-------|
| B1150 | 7.30 |
| B1151 | 8.95 |
| B1152 | 3.30 |
| B1155 | 9.00 |
| B1154 | 10.90 |
| B1176 | 4.10 |
| B1156 | 11.75 |
| B1157 | 14.40 |
| B1158 | 5.15 |
| B1161 | 22.95 |
| B1160 | 28.95 |
| B1179 | 8.55 |
| B1163 | 55.65 |
| B1180 | 21.35 |
| B1181 | 23.85 |
| B1133 | 32.65 |

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APPROXIMATE FONTING
SCHEME OF TYPE LISTED
ON THIS PAGE

(Figures included in Cap
Font up to 72 Pt.)

| | |
|---------|------------|
| Caps | Lower Case |
| 24 Pt. | 8A |
| 36 Pt. | 5A |
| 48 Pt. | 4A |
| 72 Pt. | 3A |
| 8 Line | 3A |
| 12 Line | 3A |
| 18 Line | 3A |

| | |
|-------------|-------|
| 24 Pt. Caps | 25.30 |
| Lower | 21.60 |

| | |
|-------------|-------|
| 36 Pt. Caps | 21.50 |
| Lower | 17.40 |

| | |
|-------------|-------|
| 48 Pt. Caps | 22.20 |
| Lower | 19.00 |

| | |
|-------------|-------|
| 72 Pt. Caps | 35.50 |
| Lower | 31.90 |

| | |
|-------------|-------|
| 8 Line Caps | 55.65 |
| Lower | 68.40 |

| | |
|--------------|-------|
| Figs. | 21.35 |
| 12 Line Caps | 68.05 |

| | |
|--------------|-------|
| 12 Line Caps | 68.05 |
| Lower | 83.80 |

| | |
|--------------|--------|
| Figs. | 23.85 |
| 18 Line Caps | 103.50 |

Lower .127.70

Figs. .32.65

8, 12 and 18 Line PRICES ARE

MINIMUM ORDER OF 65 PCS. in

any one style and size.

B81 22" Long .60

B82 22" Long 1.10

B83 22" Long 1.70

B84 22" Long 2.20

B2622 .310.55

B2623 .368.35

B2624 .101.40

B2616 .175.80

B2617 .208.70

B2618 .57.50

B2619 .236.65

B2620 .281.20

B2621 .77.40

MATCHING TYPE

8 Line .2.50

12 Line .3.10

18 Line .4.20

Page 69

B2616 .175.80

B2617 .208.70

B2618 .57.50

B2619 .236.65

B2620 .281.20

B2621 .77.40

MATCHING TYPE

8 Line .2.50

12 Line .3.10

18 Line .4.20

Page 70

B2616 .175.80

B2617 .208.70

B2618 .57.50

B2619 .236.65

B2620 .281.20

B2621 .77.40

MATCHING TYPE

8 Line .2.50

12 Line .3.10

18 Line .4.20

Page 71

B2801 7A .19.05

B2802 15A .22.15

B2803 7-1 .8.85

B2804 5A .25.05

B2805 10A .28.45

B2806 4-1 .11.35

B2807 3A .30.85

B2808 7A .40.90

B2809 3-1 .13.60

B2810 3A .54.15

B2811 5A .50.10

B2812 3-1 .26.40

MATCHING TYPE

24 Pt. thru 72 Pt.—Write for

Special Prices

Page 72

B2516 .175.80

B2517 .208.70

B2518 .57.50

B2519 .239.00

B2520 .283.35

B2521 .78.00

MATCHING TYPE

8 Line .2.50

12 Line .3.15

Page 73

B1610 .262.00

B1611 .327.50

B1612 .87.55

MATCHING TYPE

18 Line .4.10

Page 74

B2726 .407.70

B2727 .487.45

B2728 .131.35

B2720 .262.70

B2721 .314.05

B2722 .84.65

Page 75

B2729 .961.80

B2730 .1149.75

B2731 .309.55

B2723 .353.40

B2724 .412.55

B2725 .113.95

MATCHING TYPE

12 Line .3.60

18 Line .4.65

24 Line .5.40

30 Line .12.35

Page 76

B201 .7.30

B202 .8.95

B203 .3.30

B204 .8.50

B205 .10.25

B206 .4.00

B207 .9.00

B208 .10.90

B209 .4.10

B210 .11.75

B211 .14.40

B212 .5.15

B213 .16.05

B214 .20.60

B215 .6.55

B216 .22.95

B217 .28.95

B218 .8.55

Page 77

B2901 5A .19.05

B2902 19A .22.15

B2903 8-1 .8.85

B2904 4A .25.05

B2905 13A .28.45

B2906 6-1 .11.35

B2907 3A .30.85

B2908 9A .40.90

B2909 4-1 .13.60

B2910 3A .54.15

B2911 7A .50.10

MATCHING TYPE

8 Line .13.60

12 Line .54.15

18 Line .50.10

Page 78

B1901 .7.30

B1902 .8.95

B1903 .3.30

B1904 .9.00

B1905 .10.90

B1906 .4.10

B1907 .11.75

B1908 .14.40

B1909 .5.15

B1910 .22.95

B1911 .28.95

B1912 .8.55

B1916 .55.65

B1918 .21.35

B1919 .68.05

B1921 .23.85

Prices for Items Not Listed

in Catalog

WATERPROOF CARDS

14-Ply Coated 2 sides